

CHEMIST & DRUGGIST

the newsweekly for pharmacy

December 19/26, 1987



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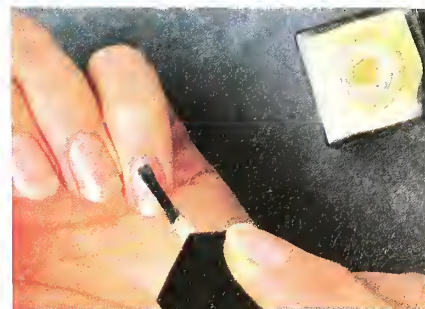
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Health in O.T.C.
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£36m gain for PSNC account

Lloyds' contract in Smethwick repealed by FPC

Riker 'exports' on UK shelves

Putting time on hold: a look at 'anti-age' creams



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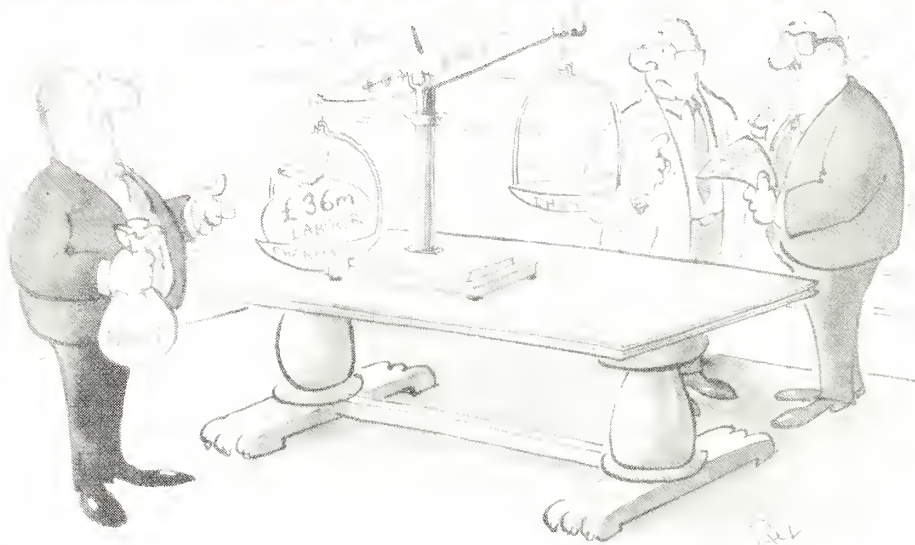
COMMENT

One of the advantages of the new contract was to be that negotiations between the DHSS and the PSNC on remuneration would be complete before the start of each fiscal year. Over-payments, under-payments, clawbacks and reimbursement were to be outlawed. That aim, regrettably, was not achieved for the first accounting period, 1987-88: there is at present an even chance that it may be completed in time for 1988-89.

The balance sheet for the next financial year depends first, on the DHSS accepting the result of the labour and overhead costs inquiry, which has come out in favour of pharmacists to the tune of 10p a script, or £36m in a full year. The second variable is the outcome of the Pharmacy Panel's review of the profit formula, which if the DHSS has its way, will result in a loss to contractors of 15p a script, or £48m in a full year. To date the Panel has always found in favour of pharmacy, but *Chemist & Druggist* understands that this time both side's submissions are poles apart. And a third variable is the effect of compensation for disenfranchised contractors on the global sum. The savings from the contract to date are unlikely to be sufficient to compensate the 200-plus closures, so the global sum will be reduced.

With PSNC hinting that any gains from the profit and labour inquiries will go towards recognising the advice and service functions desired by Nuffield (rather than a supplementary fee per script, as in the past), pharmacists may be sceptical about the new money for new roles announced recently, until they see it on the table. Doubtless, PSNC will vigorously pursue its part of the Government's promised cash injection for the NHS, or the number of pharmacies applying for compensation in year two of the contract might exceed forecasts. Quite how much cash the compensation *versus* savings equation will then produce for "stage two, Nuffield-type roles" remains to be seen.

While next year's financial package is still in the balance (as depicted by our new cartoonist, p1204), there is much that is different in *C&D* this week. It has a new livery that begins with a front cover carrying the strong mix of black and white and colour pictures and words that will be mirrored throughout each issue. The crisp, fresh image reflects the new direction identified for pharmacy by its leaders and Government. And the content will continue to meet the demands and match the aspirations of the pharmacist in his, or her, ever changing healthcare environment.



Contractors owed £36m says cost inquiry

The labour and overhead costs inquiry has shown that contractor pharmacists should receive an extra £3,400 a year on average. The cost increase, about 10p per script or £36m a year, applies not only to the 1988-89 financial year, but also to this year as the normal practice is to backdate the inquiry findings to the previous April 1.

Much of the increase is due to the rise in the proprietors' notional salary, up from £16,787 in 1986-87 to £20,085 this year. A greater proportion of time — currently 94 per cent — is also being spent on NHS work.

However, the Pharmaceutical Services Negotiating Committee warns that the inquiry's findings still have to be formally accepted by the Department of Health, although they always have been in the past.

The long awaited report of the Pharmacists Review Panel on the profit margin dispute is expected in early January, but this could effectively wipe out any gains for contractors arising from the labour and overheads inquiry.

PSNC warn this could cut nearly £50m off next year's global sum, or 15p per script. Conversely if the Panel accepts the PSNC's case contractors could gain an additional 9p per item. Chief executive Alan Smith is hoping negotiations for next year's remuneration package will start with the DHSS in early January and that outline proposals will be ready for the LPC Conference on February 7. But he says it is difficult to put any sort of package together when such widely differing amounts could end

up being put into, or taken out of, the global sum.

In the past when there has been an underpayment in one year there has been a supplementary fee in the next. But Mr Smith warns: "Contractors should not assume this will be paid out as a per item increase. It may be made in ways which give greater recognition to the advice and

service function."

The first items pursued on this basis are likely to be those mentioned in the recent White Paper "Promoting better health", he says. These include service visits to nursing homes, patient medication records for selected groups, participation in therapeutics committees, and allowances for attending postgraduate courses.

Over 200 seek to relinquish contract

Over 200 contractors in England and Wales look like claiming compensation in the first year of the new contract, PSNC chief executive Alan Smith said this week. This is somewhat higher than PSNC's balance sheet forecast of 140 at the beginning of the year.

Those closing before April 1988 will receive a sum equivalent to 100 per cent of their remuneration (less drug costs, container allowance and oxygen fees) for 1986-87. This will work out at around £20,000 per pharmacy, says Mr Smith, meaning over £4m will be paid out by next April.

Compensation in England and Wales is being funded with savings resulting from the contract. If the savings in the first year are insufficient to cover the cost (as they probably will be) then the money comes out of the global sum. Mr Smith describes it as "a loan from the global sum which will be

recouped from next year's savings to redistribute in other areas".

The savings generated by the new contract are calculated as the amount of money generated by taking the costs of old group two pharmacies computed as group one and updated by the latest labour cost inquiry results.

In Scotland the Pharmaceutical General Council's estimate of 30 contractors seeking compensation looks like being accurate, says secretary Dr Colin Virden.

Contractors in Northern Ireland are being advised by the Pharmaceutical Contractors Committee to send in applications to their health board by March 31. Because the contract was introduced late in the Province the "contract year" finishes there on June 30. About 20 contractors were understood to be interested in compensation earlier this year.

NHS cash crisis deepens

The Government is looking for savings in other areas of primary care to offset most of the cost of financing an expanded role for pharmacy.

Even if, as expected, the provision in the Health and Medicines Bill authorising charges for eye sight testing and dental examinations get through Parliament intact, it is already clear that the £170m a year it is expected to realise will be quickly swallowed up elsewhere.

The pressures on the Government to reassess the financing of the NHS have been intensified by the intervention of the three royal colleges of medicine. Mr Neil Kinnock, the Labour leader, challenged the Prime Minister in the Commons on Thursday of last week to ask if she accepted their view that the NHS was now in a "deep financial crisis".

Mrs Thatcher refused to do so, stressing that since Labour left office spending on family practitioner services had increased by 43 per cent in real terms, and that the proportion of the gross national product devoted to the NHS had increased from 4.8 per cent to 5.5 per cent. She also emphasised that there will be a £1.1bn increase in spending on the NHS in the coming financial year.

A further contribution to the build up of pressure was made by a Gallup poll in the *Daily Telegraph* on Monday, which showed that more people than ever before regarded the problems of the NHS as the most urgent facing the nation. In the Commons Mrs Alice Mahon (Lab) has sought to leave to introduce a private member's measure, the NHS (Improved Provision of Services) Bill, requiring improved provision throughout the NHS.

Ministers at the DHSS and their counterparts in Scotland, Wales and Northern Ireland, can now be expected to be even more pertinacious in their efforts to ensure "value for money", and to reflect the view held in some influential sectors within the NHS that the family practitioner services have already received a disproportionate amount of the available cash.

The Commons Standing Committee which will consider the Health and Medicines Bill sat for the first time on Tuesday.

□ Health Minister Tony Newton told the Commons on Wednesday UK Health Authority cash limits will be increased by £90m following a shortfall in their income.

3M Riker consider 'for export only'

3M Riker are reconsidering their labelling following the appearance on the UK market of branded prescription products that were sold for export.

The company says that the products — Acupan tablets 100s, Diffiam cream 30g and 80g tubes and Neulin SA tablets 175mg 100s and 250mg 100s — are in original UK packaging in the UK and have been offered for sale at larger than normal discounts.

"These goods have been sold by us in good faith for export. They have never reached their intended destination but have been channelled back into the UK," the company says.

'No guarantees about condition of pack'

In their "Warning" on p1231, Riker say that pharmacists should be suspicious of packs bearing the listed batch numbers. "3M Riker can give no guarantees about the satisfactory condition of these packs, their storage or handling since leaving our premises."

Riker say they are pursuing the matter internally. Arnold Goodwin, marketing information manager, told *C&D*: "We are now planning separate batch numbers for export goods, and

packs will in future be marked 'for export only'. These are two definite steps that will be taken."

C&D understands that third parties are used by pharmaceutical companies in areas of the world where they have neither appointed distributors or their own subsidiaries. In some countries where the established systems have broken down, like Iran, Uganda and Nigeria, such routes are the only means of entering a market.

Mr Jim Matthews, commercial director at the Association of the British Pharmaceutical Industry, says that companies do such checks as they can on export companies, but occasionally get "done". A great many more deals were refused than accepted in such circumstances he says. Mr Matthews says that pharmacists' best interests were not served by buying through unorthodox channels.

Riker's announcement comes just a month after May & Baker revealed that some batches of an old formulation of Stemetil sold for export were available through the normal UK channels. (*C&D*, November 7, p909). This week, *C&D* reports on a High Court case involving Smith, Kline & French's suing of an export company for damages for non-export of an order of Tagamet (p1233).



A sparkling end to 1987 for Newport pharmacist David Jenkins, who wins a case of champagne, first prize in the Efamol competition at Chemex. Mr Jenkins, shown here with Efamol skin care marketing manager Jenny Lanning, made the nearest guess to the amount of Evening Primrose seeds used to make a jar of Efamol enriched night cream

£200 fine for CD errors

Channel Islands pharmacist David Christie was fined £200 at the Police Court in St Helier, Jersey last month for 14 breaches of the law relating to the supply of Controlled Drugs, but had a further 33 charges against him dismissed.

Mr Christie, of Roseville Pharmacy, had pleaded guilty to 13 charges and not guilty to a further 34 at a previous hearing. At the beginning of the hearing on November 23 the magistrate, Mr R.J. Short, dismissed the first 31 charges saying there was no case to answer, and awarded Mr Christie costs.

He pleaded guilty to 13 charges of labelling omissions, but stressed the drugs in question had been transferred internally between the Roseville and St Aubin

pharmacies, and always by a pharmacist. In response to the charge of supplying pethidine and Cyclimorph without stating the full address and purpose of the recipient, defence counsel Advocate A.J. Olsen said that irregularities were often the result of new pharmacists who were not familiar with the Jersey system. He stressed that in this case the pharmacist knew the prescription was for a doctor's personal supply.

The magistrate said he was satisfied that Mr Christie was aware of the importance of maintaining strict controls over the supply of CDs. He agreed the offences were mainly technical, or admitted accidental practices. He also referred to the accused's good professional standing.

BRIEFS

Mr Malcolm Rifkind, the Scottish Secretary, announced in the Commons last week that expenditure on the NHS in Scotland will be increased by about £130m in 1988-89, up about 5.8 per cent on the current financial year.

Plans for the family practitioner services allow for an expected increase in public demand, and for the proposals for improving the services set out in the recent health White Paper.

The Commons Social Services Committee, chaired by Mr Frank Field, is to carry out an inquiry into the resources of the National Health Service.

The initial inquiry will explore the paradox of increased NHS resources on the one hand and on the other, a failure to fulfil expectations about the level of services. Submissions by interested parties, which should ideally include a one-page summary, should be sent to the Clerk of the Committee, Committee Office, House of Commons, London SW14 0AA, by the end of January 1988.

Lloyds Chemists have been asked by Sandwell Family Practitioner Committee to relinquish their NHS contract for a recently opened pharmacy in Cape Hill, Smethwick, following an appeal by the pharmacist next door but one.

Originally Lloyds applied to the wrong family practitioner committee — Birmingham — for their NHS contract. Apparently, because of the large number of "beat the contract" applications lodged with Birmingham at that time, Lloyds' application was not passed to the correct FPC — Sandwell — until September (see *C&D*, October 17, p767).

Sandwell FPC's administration Mr Maunder told *C&D* that the contract had been granted

because, firstly, the regulations required application to "a committee" and, secondly, Lloyds had made their application before the old regulations ceased to operate in April and were able to open before the end of September — ie within the six month time limit pharmacies granted contracts were given to open.

However, Mr Vijay Sudera, who runs Krishna Chemists next door but one from the new Lloyds shop, appealed against the decision to grant Lloyds a contract. He had been assured by Sandwell FPC in April and July that there were no "beat the contract" applications pending in his area so, feeling his Smethwick business was safe, he opened a second

shop in Edgbaston, coincidentally round the corner from another Lloyds business.

On hearing the appeal the Department of Health decided that Lloyds should have applied to the "relevant FPC" and told Sandwell FPC to reverse its decision. Lloyds will now have to re-apply for a contract.

Mr Sudera told *C&D*, after he had heard the Department's decision: "I feel this is a reasonable outcome to the situation. Justice has been done."

Lloyds' board members were due to discuss the matter last week but they are keeping their decision under their hats for now. Chairman Allen Lloyd would make no comment.

Sandwell FPC takes away Lloyds contract

A vintage year for pharmacy?

When those distinguished gentlemen of the British Society for the History of Pharmacy come to look back on 1987, what will be their verdict? On the plus side the new contract finally arrived, hydrocortisone in a dozen different packs went OTC, and Council considered the Nuffield Report and considered the Nuffield Report . . . C&D picks the highlights.

January Pharmacy gets off to a cracking start with an OBE in the New Year Honours List for that doyen of pharmacy politicians David Sharpe.

February Health Minister Tony Newton announces that the new contract will operate from April 1, which was just as well as the postponed LPC conference had accepted the package.

March Mrs Shashi Gossain enrages pharmacists in Fulham by opening a pharmacy in the health centre in which her GP husband is a partner. The Society is powerless to act, but later considers a policy on a minimum size for premises. The Department lays the new contract regulations just in time for April 1, to sighs of relief from Aylesbury.

April Prescription charges go up again, and BBC cameras visit Lambeth for "dreadful, but don't



Expansion continues for Allen Lloyd

blame the lads" quotes from Society president Geoff Booth and PSNC chairman David Sharpe. Lots of OTC hydrocortisones land on pharmacists' shelves, some are probably still there.

May The idea of a "pharmacy week" is mooted, and the Society, PSNC and NPA plan to co-operate to bring the idea to fruition. Not surprisingly, "pharmacy week" is postponed from early 1988 to late 1988.

June The Pharmaceutical Contractors Committee in Northern Ireland agree a July 1 date for the new contract. Hospital pharmacists, as usual at this time of year, reject their pay offer. More

pharmacists in the Birthday Honours List, former *Pharmaceutical Journal* editor Robert Blyth gets an MBE, NE Thames regional officer Joan Greenleaf an OBE.

July The Society opposes total free movement of pharmacists around the EEC. Changes to the Town and Country Planning Act will prevent houses being converted into pharmacies . . . or hospitals.

August The Society announces its deliberations on Nuffield and asks the profession to respond. But consideration of Nuffield's criticism of the Society's own role requires further thought. LRC hit the screen within a month of the

IBA's go-ahead for condom commercials. The company adopts a softly, softly approach, but the anticipated complaints are blown up out of all proportion.

September It predictably rains in Manchester for the British Pharmaceutical Conference. Full marks to Boots for providing umbrellas for delegates. Edwina fills in for Tony Newton at the last moment at the opening ceremony and fails to deliver on Government backing for the "expanded role". Society president Bernard Silverman demands action in the hospitals, and science chairman Professor Malcolm Stevens slams the Government's record on research, as Mrs Currie disappears down the M6. Nearly 200 pharmacies join the register — one street in Derby starts the month with three, ends it with six — in the final flood before the contract cut-off.

October Lloyds become second only to Boots in terms of outlets with raids on smaller chains throughout the Summer and Autumn.

November The Government publishes its White Paper on primary health care. The Society's answer on supervision holds the key, and the divided branch response puts the ball back in Council's court.

AIDS dominated health scene in 1987

The AIDS epidemic and increasing public awareness of its significance dominated the UK health scene last year, says the Government's chief medical officer, Sir Donald Acheson, in his annual report for 1986.

The number of cases is doubling about every 10 months and the future trend will depend on the number of people currently infected and the rate of new infections. Sir Donald notes that the increased rate of decline in gonorrhoea apparent from 1982 in men over 35 years may represent a change in sexual behaviour among homosexuals following publicity about the risk of AIDS.

Drug misuse remains a major problem, Sir Donald continues. Although there is evidence that availability and use of heroin may have slowed down in 1986, the widespread use of illicit amphetamine sulphate is worrying, and there is the continued threat of a rise in cocaine misuse. Another cause for concern is the number of young people who smoke, he says.

Coronary heart disease remained the main cause of death in England and Wales in 1985

(91,626 men, 71,478 women), followed by cancer then respiratory disease and cerebrovascular disease.

Although 1986 was an epidemic year for whooping cough, notified cases were considerably less than those in the epidemic of 1978 and 1982. This fall was the result of improved immunisation, the report says, but a much greater uptake is needed if future epidemics are to be avoided. The uptake of measles and whooping cough vaccines has shown some increase in recent years but these levels, together with those for diphtheria, tetanus,

poliomyelitis and rubella vaccination are below the target levels of 90 per cent.

Britain is experiencing the first resurgence of meningococcal meningitis since 1976, the report continues. In 1986 notifications rose for the third successive year to some 850 cases and a further increase is expected this year. Although penicillin is usually effective if given in adequate doses as soon as the diagnosis is suspected, there remains a significant fatality rate of about 10 per cent. "*On the state of the public health for the year 1986*" (HMSO, £9).

Christmas spots for NPA

The National Pharmaceutical Association's "Ask your pharmacist" advertisement is running on TV-am in the fortnight up to Boxing Day.

There will be one spot each day until December 20, three spots on the 21st and 22nd, four on December 23 and two on each of the remaining three days. "We

negotiated a very favourable package," says Mr Andrew Carnegie of the NPA's agency, Cromer Titterton Mills & Cowdrey, "otherwise we would not have gone ahead — it's an expensive time of the year!"

The agency is planning to put the advert back on TV-am at the end of January.

Premises down 12

For the second month running there has been a small fall in the number of premises on the Pharmaceutical Society's register. The total was down 12 in November, to 12,001.

In England (excluding London) there were 17 openings and 24 closures, a net loss of seven. Overall losses were also recorded in Scotland, down two with two openings and four closures; in Wales, down one with one opening and two closures; and in London, down two with one opening and three closures.

Bayer fail in High Court

Bayer AG were refused an interim injunction in the High Court on Tuesday in an action involving imports of nifedipine by Evans Medical Ltd.

Bayer had sought an injunction restraining Evans from importing



Durex chain-link barrier

December A rough check reveals that NPA director Tim Astill has had his picture in *C&D* most often in 1987 — 12 times, followed by Society president Bernard Silverman on ten and NPA chairman David Thomas on eight. The irresponsible Peter Dodd, together with David Sharpe and a certain Junior Health Minister were pictured on seven occasions. *Guess who?*



any nifedipine or disposing of any of the drug imported by them. The drug was said to be of Italian manufacture, packaged in Switzerland and imported into the UK. Mr Justice Whitford also refused an application by Bayer seeking to strike out Evans Medical's defence. Bayer had alleged that no reasonable defence had been disclosed and that certain paragraphs were frivolous, vexatious or scandalous and would prejudice or delay the trial.

The injunction would have prevented further sales of Evans nifedipine, launched last month.

BRIEFS

Riker Laboratories say that supplies of Dorbanex and Dorbanex Forte to named patients are being discontinued from December 31.

Limited supplies only will be available to medical practitioners until then.

The Prescription Pricing Authority is still having to disallow scripts asking for items on the blacklist. "Worst offenders" are Normax capsules, Senokot tablets, clobazam capsules, Neo-Cytamen injection 1000 and Dulcolax suppositories. Scripts for clobazam capsules need to be endorsed "S3B" or "for epilepsy" before they can be accepted for payment.

TOPICAL REFLECTIONS

by Kraysen

Who needs friends, when...

A pharmacist has sent me a Toni Super home perm. It is over-labelled "Free Kohl eye pencil, by Jafra, see inside." So I looked inside. And found an instruction leaflet? Yes, but the bottom portion, part of the same document, *must* be read by all pharmacists who deal with Gillette. It reads: "Jafra Cosmetics, backed by Gillette, are now used and enjoyed by millions of women in over 30 countries

worldwide. Jafra . . . is a way of learning about your skin . . . You'll learn through a Jafra class held in the relaxed surroundings of your home. We teach three types of class — skin care, make-up, and body care. Taught by a trained consultant and lots of fun, etc. Jafra classes are being held in your area. If you would like a *free* facial or further information on the products, or on holding a class, or on becoming a Jafra consultant (no experience necessary as training is given), please contact Personal Services Manager, Jafra Cosmetics International, 2 Eelmoor Road, Farnborough, GU14 7QN." I give the address because, needless to say, all my female family, all my staff, *and all your staff* will be applying!

With 11,000 pharmacies in the community perhaps we should propose a vote of thanks to Gillette for their consideration in offering these valuable courses. I know how I'm going to respond to the Gillette initiative. And I guess I won't be the first or last pharmacist among my pharmacist colleagues to do so.

Hail, Fellows!

Congratulations to Jeremy Clitherow, community pharmacist, *par excellence*, of Liverpool, whose remarkable work has been recognised by being made a Fellow of the Society . . . And to John Davies of Taunton, a man who has given considerable time and service for the benefit of his colleagues. I mention only them by name, because my work has brought me into contact with them. And knowing them, means my pleasure is personal . . .



'It ain't fair...'

So the customer told me this morning. I dare say you may have heard the same comment yourself when discussing the great 'flu scandal.

During the last couple of months I collected a clip of nearly 60 scripts for 'flu vaccines. When my final once-and-for-all supply arrived ex wholesaler, it covered one third of the patients. At first I thought I would simply work on a dated script, first come first served basis. But

despite the apparent fairness of this approach, I know my patients too well to be able to ignore the fact that some of the later ones were considerably more at risk than some early birds. And so I took on the invidious task of going through those scripts.

I took out non-locals first, and then positively chose people from the rest I knew to be most vulnerable. I came clean and told everyone what I had done when the supplies came in. So far I have been agreeably surprised how reasonably people accepted this approach. There is disappointment and perplexity as to why there should have been this inexplicable shortage, since it is becoming clear that about 70 per cent more vaccine was produced this year than last.

Personally, I think the explanation is dead clear. The companies decided to make and market more, then seeing the quantity, sent their reps out to sell! sell! sell! They only had to point out to our modern group practices just how much extra profit they could make by organising mass clinics to galvanise them into action. So a far wider spectrum of the community was stimulated to get cover and regular patients missed out!

Health Minister Tony Newton, who won't see this of course, will get endless pleasure from realising he has been manoeuvred into footing a 70 per cent increased bill by the manufacturers and GPs. He will probably shrug it off in true-blue, political fashion, by showing it as yet another proof of a caring government putting our money into increased NHS spending . . .

COUNTERPOINTS

Farley's freshen up first food

Farley's are relaunching Farex baby rice with new packaging and a £100,000 advertising campaign.

The company says that more than 80 per cent of mothers start weaning with a baby rice on the recommendation of health



visitors, so it is an important stock item for retailers to build consumer loyalty. "If a mother has been told to feed her baby a baby rice, she will search for this product and not accept any other offered," says Farley's.

Farex has been repackaged in a fresh green pack, including a colour coded panel which shows "no artificial colours, flavours, or preservatives". Farex is also gluten free, egg free and contains no added sugar or salt.

The £100,000 relaunch campaign in the mother and baby Press will be seen by 90 per cent of new mums, the company says. *Crookes Healthcare. Tel: 0602 507431.*

TCP liquid goes on-screen

TCP liquid will be appearing on television nationally from December 21 to January 31.

The advertisement promotes TCP for gargling and the relief of sore throats. This is the first burst in a campaign which will continue later in the year, with a budget of £2m. *Distributors Chemist Brokers, tel: 0372 66891.*



Wyeth launch ready-to-feed SMA babymilks

Wyeth Nutrition are launching ready-to-feed formulations of both Gold Cap and White Cap SMA babymilks on January 25.

The new products are identical in formulation to the powder SMA, have a shelf life of 10 months and are presented in cartons (250ml £0.36). The cartons come shrinkwrapped in display outers of 12. Once opened the cartons can be kept for up to 24 hours in a refrigerator. The product requires no mixing or making up and can be fed to a baby at room temperature, say Wyeth.

Support for the two new lines includes advertising in the baby annuals and to health professionals. And news of the product will be carried on the lids of 10 million cans of SMA powder, almost an entire year's production.

Pre-launch consumer research showed 86 per cent of mothers thought RTF babymilk was a good idea — 70 per cent said they would probably buy it. While some anticipated regular use of the product, others saw it for occasional use only, for days out or emergencies. Chemists (not Boots) are seen as an expected source of purchase by 52 per cent of mothers, say Wyeth.

Wyeth forecast the babymilk market will grow from about £60m to more than £70m in the next three years even without SMA RTF. They estimate it will take 5

per cent of the market in its first year and a third of sales by 1990. Dick Huckle says this may be a conservative estimate as liquid babymilks have captured 95 per cent of the US market.

The RTF product is over twice as expensive per feed as SMA. Each powder feed costs about £0.13-£0.14, with each 450g can containing sufficient powder for 13-14 feeds. Although bottled RTF formulas have been available to maternity units for some time, technological advances in aseptic processing and packaging now mean such products can be made available for consumer use.

Production is carried out under aseptic conditions where the milk is subjected to a very rapid UHT sterilisation process. Rigorous quality control procedures mean that 10 per cent of the cartons are removed for testing during the production cycle. *Wyeth Laboratories. Tel: 06286 4377.*

The Jungle Formula Company have changed their address and their distributor for pharmacies. The company's new address is *The Jungle Formula Company Ltd, Cum Craunon Road, Llangydr, Crickhowell, Powys NP8 1LS.* From January 1 the company's products, with the exception of Jungle Screen, will be distributed to UK pharmacies by *Chefaro Proprietaries. Tel: Cambridge (0223) 312956.*

Healthcrafts TV debut

Booker Health Foods are launching their first ever television campaign for Healthcrafts this month as part of a £750,000 spend on the range.

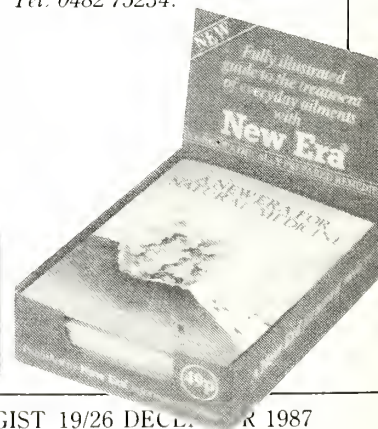
The 20 second animated graphics commercial goes out on Thames television on December 26 and will run until February 1988 when it will have been seen by an estimated 3.8 million housewives at least seven times, say Booker. It will be backed by a £300,000 national campaign in the women's Press, and titles include *Good Housekeeping, TV Times, You magazine, Country Living, Woman's Journal, Woman and Woman's Own.* *Booker Health Foods Ltd. Tel: 09323 41133.*

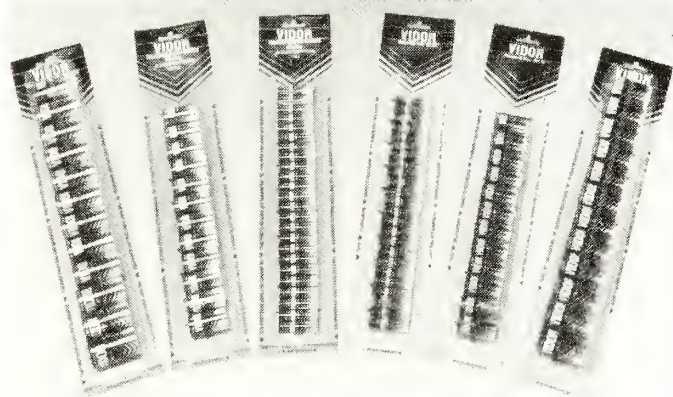
New look for New Era

New Era are offering a new display package for their range of homeopathically prepared remedies.

It includes shelf strips, leaflets and an information booklet. The Single Tissue Salts and Combination remedies are now in redesigned packs in co-ordinating colours with the two explanatory leaflets in complementary designs each with their own dispenser.

New Era are further supporting alternative medicine with radio tours, television interviews and a PR campaign to explain the theory of mineral tissue salt therapy. A book entitled "A New Era for Natural Medicine" is also available priced £0.49. *New Era. Tel: 0482 75234.*





£12m battery of ads for Vidor

Crompton Parkinson are spending £12m on advertising support for Vidor batteries.

The campaign centres around a longlife guarantee and promises free replacement of any of the range of the Vidor Powercell Longlife alkaline batteries if they fail to last as long as any other alkaline battery.

Television advertising now running in the Central region will be followed by national advertising on TV-am. The guarantee will also be featured on bus sides in the Central region, on a new fleet of Vidor sales vans, packaging and new point of sale material.

The company have produced a new merchandising system, comprising a strip pack dispenser for vertical display. Inside the dispenser, batteries are cellophane wrapped in 2s or 4s and as one pack is removed the next drops into place.

The dispenser holds batteries in 24s or 12s and is supplied in individual units or outers of 12 with a modular merchandising stand. The individual units are intended to be self merchandising.

The new dispensers are available for Vidor's Powercell Longlife and Powercell Plus batteries, sizes LR20/R20, LR14/R14 and LR6/R6.

The modular merchandising stand is supplied fully-stocked and is equipped with shelving for cartons, and hanging display space for individual dispensers. *Crompton Parkinson. Tel: 0604 30201.*

Braun gets more spots

Braun haircare and household campaigns are being extended to run to the end of December, and there will be more showings than originally planned of their other advertisements.

This is due to lower than expected rises in media costs — which mean that more spots can be booked for the same outlay, say Braun. *Braun Electrics (UK) Ltd. Tel: 0296 432626.*

ON TV NEXT WEEK

G TV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
Bt TV-am

STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Actifed:	All areas
Alka-Seltzer:	U, STV, G, Y, C, A, HTV, TSW, TVS, LWT, TT
Antaeus:	All areas
Askit powders:	GTV, STV
Audace:	All areas
Azzaro pour homme:	HTV, TVS, A
Badedas:	All areas
Beautiful	All areas
Beecham hot remedies:	All areas
Beecham' powders:	All areas
Benylin:	All areas
Black Label:	All areas
Black Velvet:	All areas
Blue Stratos:	All areas
Braun D3 electric toothbrush:	All areas
Braun Linear, 2000 & 3000 ranges:	All areas
Byzance:	All areas
Cachet:	All areas
Chanel No 5:	All areas
Chanel No 19:	All areas
Chloe:	STV, G, TVS, LWT, TTV, C4
Chic:	All areas
Claairol Foot Spa:	Y, C, A, TVS, LWT, TTV, TT
Claairol Heat Wraps:	G, Y, C, TVS, LWT, TTV
Claairol Wavelengths:	All areas
C-Vit:	G, Y, C, A, HTV, TSW, Bt
Coco:	All areas
Day & Night:	U, STV, G, Y, C, TT, C4 (STV, TT, G, C, Y & U)
Denim:	All areas
Dimension:	All areas
Durex:	C, A, TVS, LWT, TTV
English Lavender:	All areas
Fiesta kitchen towels:	All areas
Gold and Classic Gold:	All areas
Hill's balsam:	G, Y, TT

H.N. Norton & Co. Limited

wish all their customers the compliments of the season and advise them that we shall close for the Christmas holidays at 12pm on Thursday, 24th December. Orders received up until 4pm the previous day will be processed and despatched before closure (the Christmas holidays). A skeleton staff will be operative within the Sales and Packaging Departments until normal business resumes on Monday, 4th January 1988.

Carnival colours

Revlon's Charlie colour cosmetics take on a fiesta theme for Spring 1988.

The Salsa Moods collection includes hot cherries, fuchsia ruby, precious coral and amethyst glow for lips and nails, with pistachio ice/pink shimmer and love apple/mint shimmer eyeshadow duo, and black, navy and emerald mascare. *Revlon International Corporation. Tel: 01-629 7400.*

Ladies - get a grip

Jerome Russell have repackaged their Ladies Shaving Foam.

The new can features an "easy-grip" shape, designed to make it easy to hold even with wet hands. It is being promoted with a free Bic razor. *Jerome Russell Cosmetics Ltd. Tel: 01-478 7771.*

J&J bridge the gap

Empathy are sponsoring the Ladies Pairs Bridge Championship for a second year.

Over 4,000 pairs played in the 1987 championship. Club heats will be played in England, Scotland and Wales in March 1988 for over £3,000 worth of prizes. *Johnson & Johnson. Tel: 0753 31234.*

Tea time from H & D

Health & Diet Food are marketing a range of four herb teas from Pompadour (pictured below, £1.05 per pack of ten bags). The company says a special introductory offer is available. *Health & Diet Food Company. Tel 0483 426666.*



Clairol launch new non-aerosol hairspray

Clairol are launching a non-aerosol hairspray — Finalé — in mid January, with an initial promotional package for 1988 worth around £2m.

Finalé comes in a pump-action pack. It is fragrance free and, say Clairol, gives a longer lasting hold. It is to be available in "firm hold" and "normal hold" variants (125ml £1.49) and, initially, in a trial size of 50ml (£0.49).

Clairol say that in the £430m UK haircare market hairsprays have formed the second fastest growing sector over the past 12 months — up 13 per cent. Styling mousses and gels have shown the most rapid growth over the past year, says the company. Continued growth is expected for hairsprays with the trend towards longer hair styles which still need hairsprays and styling aids to build body and hold the style, says the company.

Finalé is already selling on the American, Canadian and West German markets where it is claimed to be leader in the non-aerosol hairspray sector.

Clairol say that Finalé contains up to three times as many applications per 100ml as an aerosol hair spray — the packaging contains no propellant, so the contents are all usable.

The new product should please environmentalists concerned about the ozone layer because it contains no propellants and it is not in a pressurised container so there should be fewer disposal problems, say the company.

In pre-launch research, consumers testing the hairspray said they thought the fragrance-free formulation was a good idea because it would not clash with their perfume.

The launch is to be backed by a £2m promotional campaign, starting with national television advertising which is to break in March. That is to be supplemented with advertising in women's Press as well as sampling offers and an extensive PR campaign, say Clairol. POS material will also be available. Distributed by *Bristol Myers Co Ltd. Tel: 0895 639911.*

Putting Moor into chemists

New to the retail market are Remy Laure, a skincare company previously selling only through salons and clinics.

The company offers a range of skincare lines, from cleansing milk (200ml £6.73) to Embryo Vital (30ml £18.99) as well as a small sun preps range. Their speciality is products containing Moor, an organic mud. *Remy Laure Ltd. Tel: Fleet (0252) 616617.*

In Fluance

Lancome are introducing two new products to their Fluance range.

Shampooing Volume (250ml £7.75) is designed for hair which needs extra body, and is complemented by Energising Hair Care for Extra Body (125ml £9.75), a spray-on conditioner that needs no rinsing. *Parfums Lancome, 14 Grosvenor Street, London W1X 0AQ.*

Well covered

United Toiletries and Cosmetics are promoting one of their Supreme Collection fragrances with a free 1ml vial covermounted on the January 23 issue of *Woman's Realm*.

The offer, featuring the Success! perfume, will also be promoted in the January 16 issue of *Woman's Realm* and on national television to be transmitted on January 17, 18 and 19. *Distributors: Richards & Appleby Ltd. Tel: 0695 20111.*

Cetiprin withdrawal

Kabivitrums' Cetiprin (emeprium bromide) is being withdrawn from the UK market at the end of January 1988.

The company says it will not be applying for a full product licence (Cetiprin has a licence of right) because the product has been superseded by Terolin (terodiline hydrochloride) in the treatment of urinary incontinence. Terolin has the following advantages over Cetiprin, say Kabivitrums: dual mode of action (calcium antagonist and anticholinergic); good absorption from the GI tract and a twice daily dosage. The company hopes that

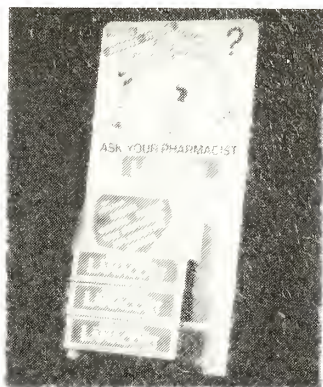
LRC cough up for ads

LRC Products are backing Buttercup cough syrup with a £420,000 advertising campaign beginning in January.

Television commercials will run nationally on TV-am throughout January and February. And Press advertisements will run from January to April, with magazines including *Prima*, *Woman*, *Woman's Own*, *You* magazine and the *TV Times* and *Radio Times*. LRC Products Ltd. Tel: 01-527 2377.

Short supplies

Wyeth Laboratories say that because of production problems due to "exceptional" demand for BC.500 Effervescent Sachets 10s, they will not be available for the next two months. Press announcements will appear when the product becomes available again, say Wyeth. Wyeth Laboratories. Tel: 06286 4377.



Counter moves

Combe International have developed a security counter display unit for their Lanacort creme and ointment.

Each unit holds six packs in a clear blister and a riser card highlights the indication for Lanacort hydrocortisone. An introductory offer is available.

Combe are backing Lanacort on television and radio in 1988 with Press advertising in national newspapers, and the women's Press. Combe International Ltd. Tel: 01-680 2711.

CHRISTMAS CLOSINGS

Parke-Davis and Warner Lambert Health Care: from 4.30pm on Wednesday December 23 through to Monday January 4. The order department at Pontypool (04955 2468) will be staffed between 9.00am and 5.00pm on Tuesday December 29, Wednesday December 30 and Thursday December 31. At other times emergencies can be handled on Pontypool Security (04955 2468). The medical information department at Eastleigh (0703 619791) will be staffed for urgent medical inquiries between 9.00am

and 5.00pm on Thursday December 24. At other times Eastleigh Security (0703 612780) can give an alternative number for emergency inquiries only.

Sangers: from noon on Wednesday December 23 until Tuesday December 29, and from Wednesday December 30 to Monday January 4. They are open for orders on Wednesday December 23 until noon, and on Thursday December 31 until 3.00pm.

PRESCRIPTION SPECIALITIES

the January discontinuation date will allow pharmacists to run down stocks, and for GPs to plan alternative arrangements. Local arrangements will be made for the return of unused stock from the end of January. *Kabivtrum Ltd.* Tel: 0895 51144

Univer caps from Rorer

Rorer Pharmaceuticals are launching Univer capsules, a once daily calcium antagonist for the treatment of hypertension and angina. **Manufacturers** Rorer Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG

Description Univer capsules are a sustained release formulation of verapamil hydrochloride BP, available in three strengths; 120mg as yellow/dark blue capsules marked V120, 180mg yellow capsule marked V180 and 240mg yellow/dark blue capsule marked V240

Uses Long term treatment of mild to moderate hypertension and angina pectoris

Dosage *Hypertension adults:* initial dose in patients new to verapamil therapy should be 120mg od; this can be increased to 240mg od which is the normal maintenance dose. Dosage can be increased to 480mg od. *Angina* usual dose is 360mg once daily, increased to 480mg od if required. *Elderly* this group may show enhanced bioavailability of verapamil and therapeutic control

may be achieved with lower doses. *Children* not recommended

Contra-indications, warnings etc significant bradycardia, second or third degree heart block, sick sinus syndrome or uncontrolled heart failure. *Pregnancy* No evidence of teratogenicity but avoid use in first trimester **Side effects** constipation, flushing, headaches; infrequently nausea, vomiting and allergic reactions. See Data Sheet

Supply restrictions Prescription only

Packs 120mg caps (28, £7); 180mg (56, £16.92); 240mg (28, £11.42)

Product licence numbers Univer 120mg caps 0152/0241; 180mg caps 0152/0247; 240mg caps 0152/0242

Issued December 1987

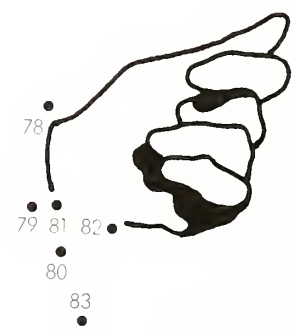
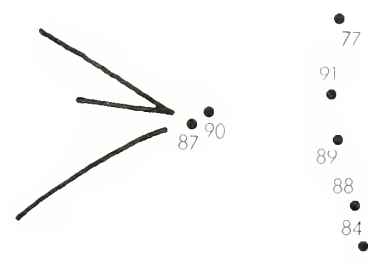
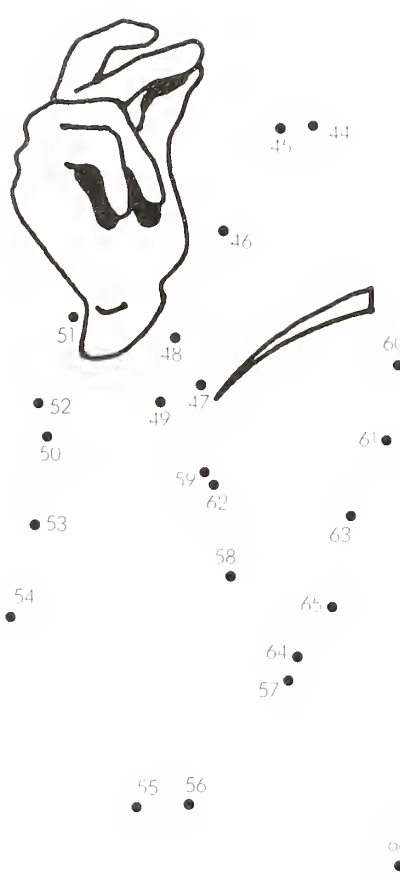
ON TV NEXT WEEK

G TV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bt TV-am	
Impulse:		All areas
Insignia:		All areas
Karvol:		All areas
Kouros:		All areas
Lace:		All areas
Listerine:		C4
Lynx body sprays:		All areas
Mandate:		All areas
Mediquell:		GTV, STV, C4
Micromark torches:		All areas
Nurofen:		All areas
Old Spice:		All areas
Opium:		All areas
Peaudouce Babyslips:		Bt
Philips Ladyshave:		All areas
Philishave Triplehead:		All areas
Pierre Cardin:		All areas
Poison:		All areas
Poly Colour Story:		C, TVS, LWT, TTV
Proflex capsules:		G, Y
Pure Silk:		All areas
Resolve:		Bt
Sensodyne toothpaste:		All areas
Simplicity:		All areas, C4
Sinutab:		C4
Strepsils:		All areas
Sunsilk conditioner:		All areas
Triogesic:		Bt (All areas)
Venos:		All areas
White Linen:		All areas
White Satin:		All areas
Yardley Florals:		All areas
Yardley Royale Collection:		All areas

H.N. Norton have added diltiazem hydrochloride tablets 60mg (100s, £15.83) to their generics range. *H.N. Norton & Co Ltd.* Tel: 01-530 7166.

Fisons Pharmaceutical Division are to take over the marketing and distribution of all Imferon products from CP Pharmaceuticals from January 1 1988. *Fisons Pharmaceuticals Division.* Tel: 0509 611001.

Berk Generics Division of Rorer Pharmaceuticals are adding the following to their generics range: lormetazepam tablets 0.5mg x 100 (£4.22); 1mg x 100 (£5.46); dihydrocodeine tablets 30mg x 500 £15.53. *Rorer Pharmaceuticals Ltd* tel: 0323 641144.



**You'll be surprised
to learn the name behind
so many number ones.**



Names such as Optrex, Nurofen and Farleys are very familiar to you.

No great surprise really, as they are all brand leaders.

Just like Karvol, Strepsils, Complan, Sweetex, Cream E45 and PR Spray.

But look behind all these number ones and you'll find the name of Crookes Healthcare, the number one healthcare company.

It's a new name for a company with a long, long tradition.

As for the future, we look forward to working closely with you, sharing success and good health.

And, if we could be so bold, becoming business buddies.



Behind the best names.

Putting time on hold

Nothing can reverse or prevent ageing — and cosmetics manufacturers are the first to acknowledge that fact.

What anti-ageing products can try to do is to work on the fine lines, crepiness and general lack of vitality that characterises older skins. Manufacturers use a range of sophisticated techniques (see below) which prove their products are beneficial in the short term. The long term effects are more difficult to verify, as one can hardly ask a woman to treat half her face for 40 years then compare it with the untreated other half.

The Advertising Standards Authority is sceptical about claims made for these products. A spokeswoman told *C&D*: "We're not wholly convinced that anything can do away with lines or delay ageing, but manufacturers can make any claims they like providing they can back them with adequate scientific evidence."

Clarins were in trouble when they claimed in a magazine advertisement that their cell extracts range promised to "fight lines and

***C&D* looks at the new generation of "anti-ageing" cosmetics — what they contain, what they claim to do and some controversial issues.**

wrinkles both by accelerating cell renewal and restoring moisture balance". The ASA asked for the advertisement to be withdrawn because they were not convinced by the evidence put forward to support the claims. Clarins are now looking at further tests and have asked the ASA what evidence would be acceptable. Meanwhile the advertisement is being rewritten and will be submitted to the ASA for approval.

The ASA was unable to disclose whether it was currently investigating claims made by other companies, because negotiations over the content of advertisements are confidential. Each case is decided on its own merits, with advice from independent experts.

So far Vichy have used statements such as

"fight back at wrinkles", "helps iron out surface lines" and "smooth away those first signs of ageing" in their advertisements with no apparent objection.

Another area of controversy has been whether these products should be vetted for safety and efficacy in the same way as medicines. Last September, the dermatologist Professor Malcolm Greaves wrote to *The Times* expressing concern that an increasing number of supposed "cosmetics" were being advertised as having profound biological effects on the skin, such as increased cell turnover. These claims went far beyond those expected of a cosmetic, he maintained, yet the products were escaping the licensing controls on effectiveness, safety, quality and advertising. He suggested they should be brought within the remit of the Medicines Act.

In further media interviews he said there was a possibility that substances this potent might lead to malignant changes.

In the USA manufacturers claiming anti-ageing activity for their products may soon have to lodge new drug licence applications because the Food and Drug Administration believes they are "drug" claims. Toiletries with any "activity", such as sunscreens, are regarded as drugs in the USA.

The UK Department of Trade takes the view that anti-ageing creams are used to combat a natural process which is not a disease, so they are regarded as cosmetics rather than medicines. If medicinal claims were made for them they would need to be licensed as medicines. The 1984 cosmetics safety Regulations specify the levels of certain chemicals cosmetics can contain and, although the Department does not automatically scrutinise every product, it could investigate and, if necessary, order the withdrawal of any product deemed to be unsafe or not complying with the Regulations. In addition, the Department could look at the claims being made for the product from a trading standards point of view.

The director-general of the Cosmetics, Toiletry and Perfumery Association, Marion Kelly, told *C&D* there was no reason to suspect the association's members were marketing unsafe products, because companies carried out extensive tests under the supervision of toxicologists.

Measuring efficacy

Manufacturers have developed a variety of sophisticated techniques to support claims that their products have an anti-ageing effect.

Imprints of skin are taken using materials similar to those used for making dental moulds. These can be studied as they are, or a hard copy — contra-imprint — made in Araldite. The end result is a small disc that is the exact mould of the skin surface.

The imprints or contra-imprints can be examined with the naked (trained) eye or under a microscope. Using a technique called macrophotography, which involves magnifying close-up photographs 100 or 1,000 times, details of the skin can be compared at different ages.

How the skin changes with age

As the skin ages the epidermis gets thinner, the dermis slackens, wrinkles appear and the skin loses its firmness and tone.

In young skin, the surface of the epidermis is plumped out, the lines are shallow and the cells are regular and in well ordered layers. The collagen fibres in the dermis are thick and close together.

With age, the skin structure becomes less orderly. The epidermal cells lose their capacity for renewal and there is a decrease in turnover rate of about 30 to 50 per cent between the third and eighth decade of life. Fine lines are the visible signs of a slowing down of activity of the cells at the basal layer of the epidermis. The lines gradually become deeper and wider and the areas of cutaneous tissue separating them relax and lose tone.

Cohesion between the cells in the outer layer — the stratum corneum — breaks down. The sebaceous glands function less effectively so that the skin's protective film is reduced and the skin becomes more vulnerable to external environmental conditions. It takes on a drier, coarser appearance.

The dermis gets thinner and synthesis of

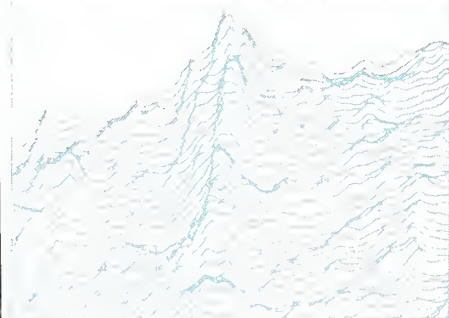
collagen and elastin slows down resulting in a breakdown of the network of fibres and loss of elasticity. The basic intercellular cement gel in which the fibres are suspended becomes less viscous.

The vascular supply diminishes, depriving the cells of nutrients and oxygen and leading to a general lack of vitality.

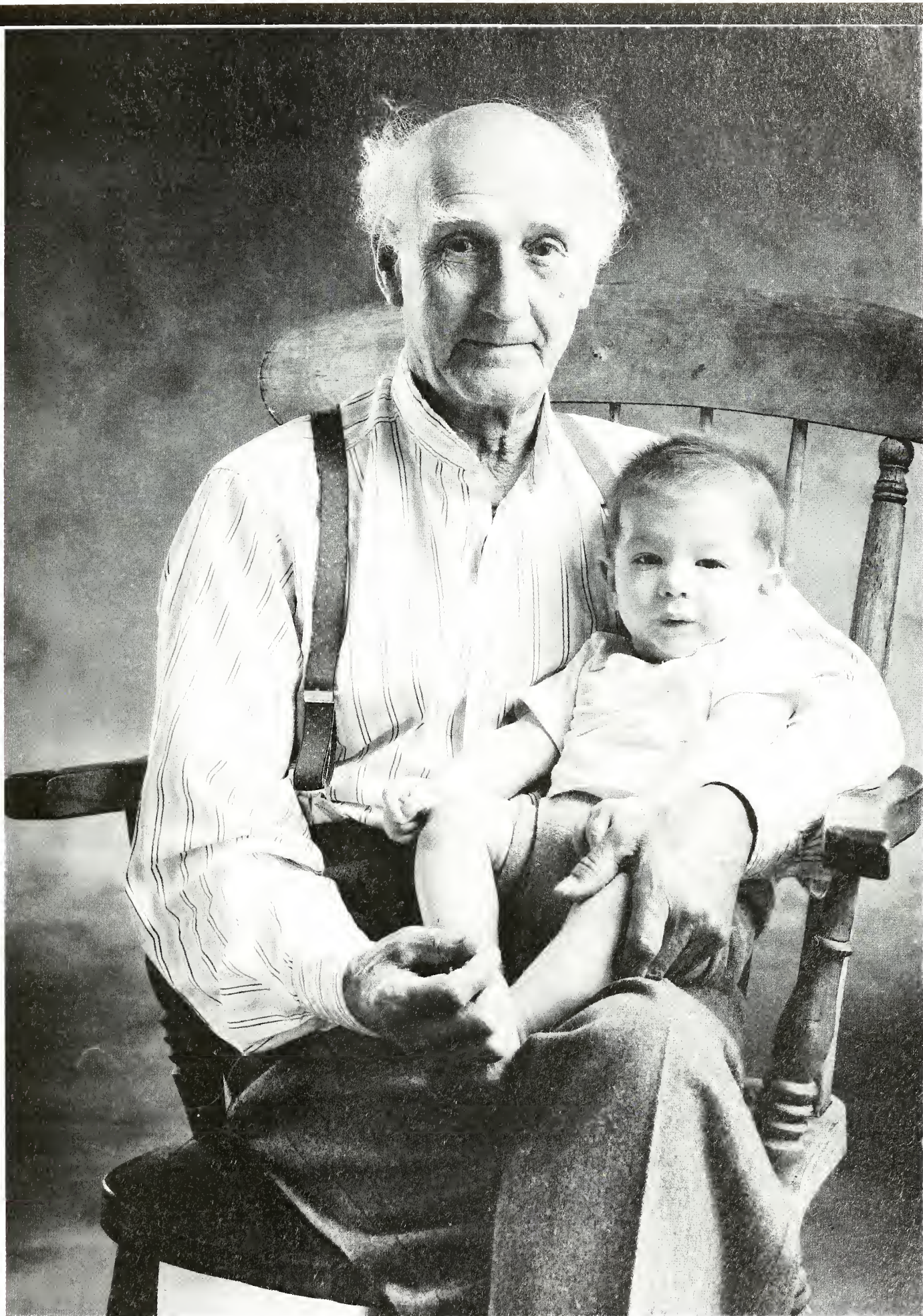
Work done in France at the Christian Dior Research Center and the Pasteur Institute has shown that hardening of the cell membrane is an important factor in the ageing process. The membrane is a fluid mosaic composed mainly of phospholipids which move around or stay in place allowing substances such as nutrients to pass into or out of the cell. It also contains cholesterol, a lipid which is rigid by nature, and proteins which float and move around freely. The permeability of the membrane depends on the balance between the fluidity of the phospholipids and the hardening substances such as cholesterol.

During ageing, the amount of cholesterol increases at the expense of phospholipids, causing a progressive stiffening of the membrane which becomes more of a barrier to substances passing in and out. The sluggish cell loses its capacity for renewal and slows down the production of elastin and collagen which are essential for tissue regeneration.

Fluidity in cell membranes can be measured by incorporating a fluorescent substance into cells in culture. When the cells are illuminated the fluorescence is measured by a polariser and varies according to the membrane's fluidity. The membrane can be artificially hardened by incorporating cholesterol into the culture medium, after which it is found that the cell's capacity to take in substances present in its surroundings diminishes and there is a decrease in the number of cells renewing themselves.



Traces of wrinkles obtained by stereoprofilometry (see p1136)



The young and the old (Highly commended in Ilford Photographic Awards, Ilford Young Printer 1987. By Richard Fulsor, Adrian Ensor; photographer Gered Mankowitz

AGE 15-20

Young skin has a fine network of tiny lines.



In young skin there is a fine network of tiny lines which breaks down as the skin ages to fewer but deeper lines. A measure of the average depth and number of lines per unit area gives an indication of how the skin is ageing. The same comparisons can be made by examining the skin directly rather than the imprint.

The imprints can also be studied by stereoprofilometry in which a stylus is passed over the ridges and troughs resulting in parallel tracings of the skin contours. A more accurate method is image analysis in which the skin imprint is illuminated by a light source of known intensity and shadows are formed according to the depth of the wrinkles. The results are interpreted by computer to give the degree of wrinkling.

The methods may be used to study the ageing process and the effect on the skin of external factors such as sunlight, as well as the effects of various skin care products. Controlled experiments are possible, in which an area of the skin is treated and compared with an area of untreated skin.

Gaseous exchange is measured to see if the products stimulate cell respiration and metabolic activity. A rubber suction pad is placed over the skin, enclosing a chamber of air over the skin's surface. Using a gas syringe, samples of air are withdrawn from the chamber at intervals and analysed to see how much oxygen is being taken up and how much carbon dioxide is being produced. An increase in carbon dioxide indicates an increase in metabolic activity. Again, treated and non-treated areas of skin can be compared over the test period of, say, one hour.

These tests can be supported by the use of a dansyl chloride staining technique which measures the rate of skin turnover. Dansyl chloride stains the stratum corneum and fluoresces under ultra-violet light. Measuring the rate at which the fluorescence disappears gives an indication of skin turnover and can

support claims of cell regeneration.

Other tests are used to measure the elastic properties and firmness of the skin. Elasticity, which is related to hydration, is measured by a dermometer. A piece of stratum corneum is removed from the skin, stretched between two clips and an oscillating current passed through it. The more the skin oscillates, the more hydrated and distensible it is.

The firmograph uses a disc which is held against the skin and made to rotate under a known torsion. The amount of rotation and the time taken for the skin to return to normal afterwards gives a measure of the skin's firmness and elasticity. Old skin does not stretch as far as younger skin and does not recover as quickly.

Test-stripping is used to determine cell cohesion in the stratum corneum. A pre-weighed adhesive tape is placed on the skin, pulled off and reweighed to discover the weight of cells removed. The fewer the cells, the better is the cell cohesion. Other tests are available to measure sebum production.

The above tests have been used in evaluating Vichy's anti-wrinkle creams; other companies use similar methods.

How products work

The new "active" cosmetics go beyond moisturisers and nourishing creams and claim to stimulate skin activity.

Keeping the skin hydrated helps to protect against environmental factors and smooth out the fine lines which contribute to the dull, dry and lifeless appearance of older skin. Anti-ageing products go a step further by encouraging cell renewal as well as replenishing the nutrients and other tissue ingredients whose supply decreases with age.

Although some companies have implied that collagen is included to replace the natural supply in the dermis, the collagen molecule is too large to penetrate to these deeper layers



As the skin ages the lines become deeper and the texture coarser (macro-photos by courtesy of Vichy)

AGE 40-45

and it is usually included in anti-wrinkle products because it is a good hydrating agent for the outer layers of skin and has other properties desirable in formulating toiletries.

Because exposure to UVA and UVB rays is considered to be the most important cause of skin ageing, there is a trend for day creams to incorporate sunscreens.

A recent development is the use of liposomes — tiny spheres of lipid enclosing compartments in which active ingredients are carried. These have long been investigated as potential drug systems. Their small size enables them to penetrate the dead cells in the stratum corneum, which would otherwise act as a barrier, and target their ingredients on the living cells in the epidermis and its basal layer. Tests on cell cultures have shown that the ingredients are much more active when carried by liposomes than when alone.

Liposomes are used in Dior's Capture and Roc's Myosphere. The Niosome is a similar structure patented by Lancôme (see below).

The following are some anti-wrinkle preparations, their ingredients and how they are claimed to work, based on information supplied by manufacturers.

CHANEL

Lift sérum contains oligopeptides and glucids which are present naturally in young skins. A firming action is provided by collagen and elastin derivatives, mucopolysaccharides, silicon and toning herbal extracts.

Tonifiant corporel (body lotion) contains Toniderm which consists of collagen derivatives, horse chestnut extract to enhance the skin's microcirculation and tone, lipid derivatives to soften the skin, and FRE, an ingredient exclusive to Chanel which replaces magnesium, iron and other minerals, increases the cells' oxygen consumption and stimulates cell renewal. The products are claimed to act on the epidermis.

CLARINS

Double serum multi-regenerant The "revitalising" ingredients are: unsaponifiable oil from soya, avocado and shea butter; Pentadesma butter which has protecting properties and facilitates penetration of other active ingredients; cornflower extract, a healing agent which is claimed to stimulate fibroblasts; and St Mary's thistle extract which also has healing properties. Bovine spleen extract increases oxygen consumption of the cells. In addition there are nourishing and moisturising ingredients, vitamin B5, camomile extract and rosewater, together with two complexes exclusive to Clarins — AMS complex, a combination of 16 amino acids which aids skin protection, and APN which has a similar function and includes gamma linoleic acid.

Cell extracts range comprises five products containing cell extracts to "revitalise". The intensive treatment ampoules contain copra oil to improve penetration of the cell extracts. The other products include moisturising and nourishing agents, and UVA/UVB filters in moisturisers intended for daytime use.

Skin firming concentrate has a "revitalising" action and helps to improve the cohesion of cells through its moisturising and astringent effect. Ingredients include horse chestnut, pineapple, condurango and aloe.

ESTÉE LAUDER

Eyzone repair gel contains tissue matrix fluid which has a similar structure to the basement membrane supporting the epidermis and contains type 4 collagen, laminin, fibronectin and protoglycans. Liquid crystals deliver vitamin A palmitate by sustained release. The vitamin is believed to stimulate fibroblasts in the dermis to increase collagen and elastin production. The gel also contains humectant complex to smooth and soften.

Skin perfecting cream contains Firmex, a complex of aminopeptides derived from marine life, and serum proteins which work synergistically to increase firmness. Glycoproteins increase cellular metabolism and oxygen uptake. Polypeptides as Revitalin increase cell renewal and metabolism. Natural soluble collagen complex nourishes and promotes elasticity.

Night Repair cellular recovery complex is said to increase the rate of cell repair but the company was unable to disclose the ingredients.

Re-Nutriv is an extra rich nourishing lotion which is also claimed to speed cell renewal. Ingredients are natural collagen complex, elastin, Revitalin, sodium hyaluronate, vitamin A palmitate, vitamin E, keratoplast, squalane and cholesterol.

KANEBO

Sensai extra performance skin care range uses B15 (di-isopropyl amino dichloro acetate) derived from apricot kernels. B15 is claimed to activate skin renewal and stimulate blood circulation.

LANCÔME

Niosôme système anti-âge contains microscopic lipid spheres that match the skin's natural cellular cohesion system. The spheres help to reconstruct the epidermis, in particular making the outerstratum corneum appear more dense and compact. Once incorporated into the epidermis the Niosomes release "anti-ageing" elements which are targeted to the sites where they are needed most.

Macadamia oil, in which the Niosomes are suspended, remains on the surface of the skin where it has a softening, protective effect. It also contains UVA and UVB filters.

Progrès intensif rides contains bioproteoleuric complex — proteins which aid cellular regeneration and soften the outlines of wrinkles. It also contains sunscreens.

Forté vital de nuit contains hydrating agents and bio-phytone, which stimulates the microcirculation.

Progrès, progrès contour des yeux and pour le cou all contain differing proportions of the same levuric complex as *intensif rides*, which is the most active.

PARFUMS CHRISTIAN DIOR

Capture contains liposomes which restore the fluidity of the cell membranes and carry "anti-ageing" ingredients into the cell. Prepared from soya lecithin, a natural plant extract rich in phospholipids, the liposomes are claimed to have a molecular structure identical to that of cell membranes. They blend with the membranes restoring the permeability which is necessary for biological exchanges. The active ingredients released in the cell are thymus extracts which encourage cell renewal, and collagen and elastin peptides which are claimed to help skin reconstruction.

Capture is a gel solution enriched with hyaluronic acid, a natural moisturiser.

REVLON

CHR procollagen anti-ageing complex contains the collagen precursor, procollagen, which has a higher molecular weight than collagen and enhanced moisture binding properties. The formula increases the skin's moisture-retention capability, helps offset dry lines and restores softness. Sunscreens are included. It does not claim to increase cellular activity.

ROC (UK) LTD

Myosphere is a new product being sold in from January to be on counter by March. It is an emulsion of liposomes whose active ingredients are myopeptides which compensate for the lack of nutrients in the cells of older skins. These polypeptides are obtained by enzymatic hydrolysis from natural



A new product from Roc uses liposomes to carry active ingredients into the skin

substances and their molecular weights guarantee optimum absorption. Hydrogel, a moisturising complex, is included to act on the stratum corneum; it has a regulating effect which further enhances the myopeptides.

Revitalising night cream contains a complex rich in peptides, amino acids and proteins, together with vitamin B5 which is said to increase the skin's ability to defend and renew itself and to enhance the polypeptidic complex. Hydroxyproline is included to moisturise and "revitalise". The oily phase of the emulsion also moisturises and protects.

Repair concentrate contains centelline, a complex of natural amino acids and centella asiatica, a natural plant extract with healing properties. These hygroscopic substances fix water in the outermost layer of the skin and help promote cell renewal. Centelline has been shown in tests to increase the synthesis of collagen and elastin by fibroblasts in culture.

Centelline also combines sodium pyroglutamate, a derivative of pyroglutamic acid which is present in the epidermis as part of its natural moisturising factors. It helps to improve skin suppleness by retaining water from the deeper layers of the skin and in the stratum corneum. The excipient contains polyvidone and polysaccharides which form a surface film to smooth and reduce water loss.

VICHY

Vichy anti-wrinkle creams use various biological elements which resemble compounds occurring naturally in the skin and which are obtained from tissue extracts, amniotic and placental fluids.

The protein fractions and amino acids are of sufficiently low molecular weight to be taken up by the cells and have been shown to stimulate cell activity. They are claimed to penetrate only as far as the basal layer which regenerates the epidermis. Collagen and elastin are included for their moisturising and firming properties.

Early wrinkle cream contains polypeptidic derivatives, UVA and UVB filters to protect against the sun's rays, and hydrating agents such as arara oil which are high in the fatty acids necessary for moisture retention.

Wrinkle treatment and firming cream acts both on surface wrinkles and skin slackening. The biological elements are in higher concentrations than in the early wrinkle cream and a plant extract is included to help hydration and skin firmness.

Eye wrinkle cream incorporates similar biological extracts, hydrating and firming agents.

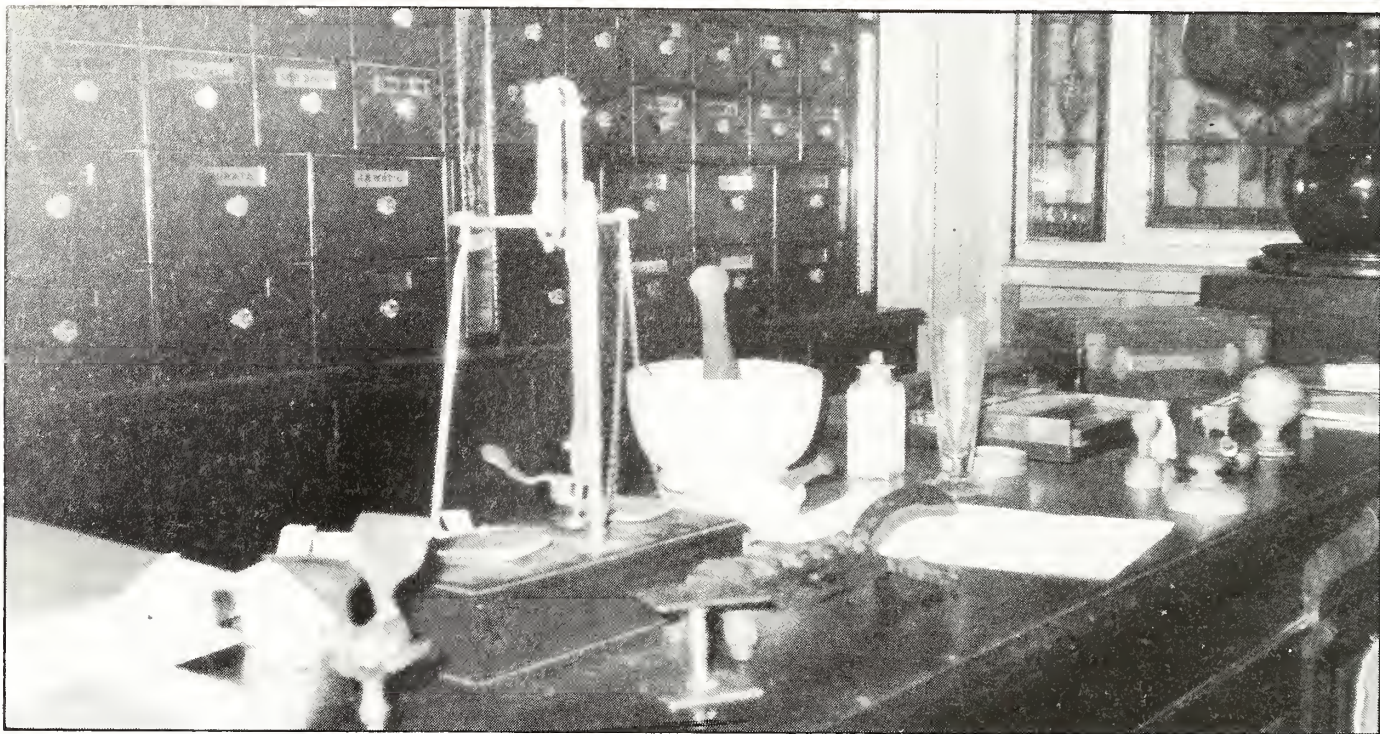
Sérum vital contains the highest concentration of biological elements and hydrating agents.

What can be achieved

A medically supervised trial of Capture using skin imprints on over 500 women showed a significant reduction in wrinkle depth in 80 per cent of cases, 27 per cent of whom showed a 10-20 per cent reduction and 37 per cent a 20-60 per cent reduction. The improvement, visible after one week, was confirmed over a longer period.

Roc's repair concentrate has been studied by profilometry of silicone casts of skin on the subjects' foreheads taken before and after two, three and four weeks treatment. The wrinkles were reduced by 10 to 20 per cent.

Chanel claim that Lift Sérums has reduced wrinkles by as much as 45 per cent in depth, width and length "in certain cases."



Formulae most ancient — some modern

A reader who saw my article a few weeks ago (*C&D*, October 3) has taken me to task for my final remarks — that those of us who learnt *Materia Medica* are outdated — pointing out vociferously that everything is back in fashion. Natural foods are with us, primrose oil and other products of the field are this year's flavour . . . and I must, perforce, agree.

Which brings on another attack of reminiscing. Before the wars, and for some years after the Second World War, grocers' shop floors were filled with sacks of this and that, sold loose as a matter of course. The difference in the '80s is that, for this return to nature, you are charged far more for pre-packs, and all in the name of health. We now mustn't have additives to flavour or colour, yet even vegetarians add cochineal red, which is obtained from complete crushed insects. And that's not the whole story, for those dear little insects are caught on bushes early in the morning when they meet to join in reproducing the species. What a moment to die to become dye.

Not only grocers sold things loose. Chemists were used to deciphering ancient bits of folded paper bearing formulae for grannie's cough mixture, a pennyworth of this and two pennyworths of that; always in pennyworths and with no regard for how the price of one item might rise and another fall. Three oils for rubbing was a favourite, and there was a steady sale for penny twists of Beechams Pills and Bile Beans — three or four pills wrapped in a twist of paper. One dear old soul named Polly Drabble came in every day for her pennorth of Beechams, and two on a Saturday.

Camphorated oil was the standby for rubbing chests — condemned in the 1980's as dangerous, and forbidden, after a couple of centuries, to be sold. Laudanum and Chlorodyne, both morphine derivatives, were regularly sold as family cough medicines.

And there were the specialities. Each chemist had his own, and ours included Bronkuro cough mixture, Ruff's linctus (inherited from William Ruff from whom my

Whitby community pharmacist John Tindale is again prompted to reminisce — times, it seems are not necessarily a'changing.

Skinner Street pharmacy was bought) as well as his Molliderma hand cream. This latter was never very popular and was hard to make because it included genuine almonds, which had to be pounded in a mortar.

Charles Tindale's hand preparation — for which we are still asked occasionally but no longer make — was Cremolia hand cream. This was made from gum tragacanth triturated with alcohol, oil of bergamot, glycerine, tinct, benz simp, and pints of water which emulsified into a thick white jelly. It was packed in 1, 2 and 4oz screw-topped glass jars at, as I remember, ninepence, one shilling and one and sixpence. When I was a small boy father had one employee, Wilf Burrows, who made it and regularly ate it as he did.

We also made and sold baking powder in half pound and pound cartons, in the days before self-raising flour. There was a regular trade with the farmers' wives on Saturdays when they came into town to sell their butter and eggs (either at the old Market Hall or from flat carts parked along St Ann's Staith, the horses being stabled for the day in Black Horse Yard in Church Street). I was never involved in making the baking powder, but remember packing it into cartons, the ends of which were fastened down with a blob of red sealing wax, there being no Sellotape invented at the time.

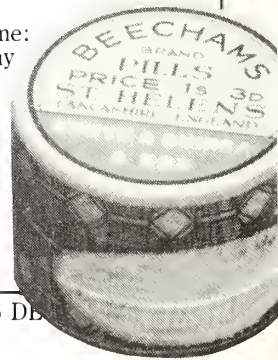
I inherited a hand-written note book of specialities for named customers which dates back to the 1880s, including rose dentifrice, Godfrey's cordial — which was mainly tinct opii, spirit vini rect and treacle with a drop or two of oil of sassafras and aniseed — Jaborandi hair wash, Russian chilblain ointment — which included 10 drams of beef marrow — Black Hat varnish, and "Ted Carney's Specific" which contained extract of belladonna, zinc sulphate

and extract lupuli made up into pills — but it doesn't say what it was specific for.

Among other formulae are several for Macleans Powder — and I have gathered that almost every specialist had his own ideas of what it really was. However, there is a cutting — probably from the *PJ* — dated 1932; a letter from C. Wilson Peck of St Thomas's Hospital, London, wherein he states: "Though not wishing to complicate further the problem as to what 'Macleans's Powder' really is, may I, as one who has discussed it with Professor Maclean..." and then goes on to give three different formulae which the Professor has given him at various times! Those of us who remember that, in its heyday, there was "Genuine" Macleans, and "The Original" and "Opas Brand" — all with their devotees, are the same vintage who handed out "Simpson's Iodine Locketts" which hung round more necks than can ever be imagined.

Colds, of course, were always with us. Clearing the nose was accomplished by Mascot liquid inhalant which was bought from Harleys of Perth, their only other product being Rodine rat poison. In the 1950s, when Harleys decided to concentrate on rat poison, I bought the formula for Mascot from them and we manufactured it for a year or two in a room in the loft of a warehouse at the rear of Skinner Street. We stopped when new labelling and packaging regulations made it uneconomical to continue, but there is still a plate on the outside of the premises bearing the title "Mascot Laboratories Ltd".

Which reminds me: there was a sure-fire way of clearing your head, never sold but tried out on new and innocent members of staff, which involved rubbing a little formaldehyde between the palms of your hands and sniffing it — dynamite! Don't try it.



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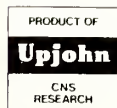
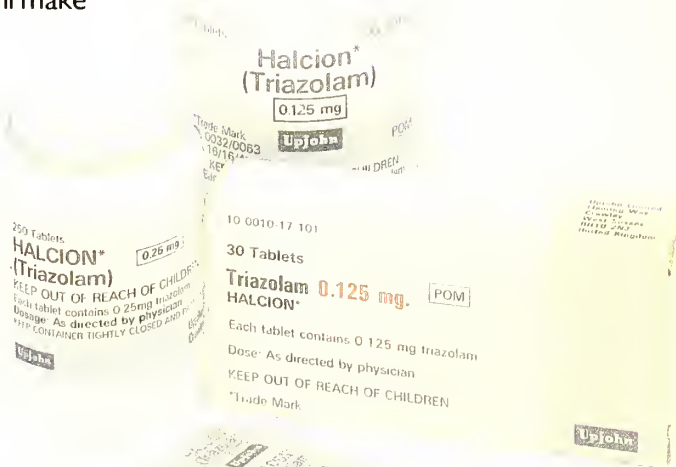
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Helping hands

They touch, they stroke, they smooth. They pinch, they slap, they poke. They can point the way or count to ten, and they show our feelings in more ways than the one popularised by Harvey Smith. So keeping them looking good is big business — **C&D** looks at the market that could lie in the palm of your hand.

Beautiful hands and nails are probably the only new fashion to take off recently without any help from the Princess of Wales. Her nails may be bitten and short, but other women are taking more and more interest in handcare, and spending in the process — over £114m last year. Even frumpy Fergie has started a trend with her French manicure (from America, naturally), and what was a fairly mundane market has taken on a new lease of life — with the most unfashionable product of all, false nails, playing the starring role.

Even better, this is one market that the grocery and drug stores are not getting their claws into. While Boots take the lion's share with 40.8 per cent, other chemists scoop a healthy 19.2 per cent slice — and last year showed growth three times faster than the total market at 30.4 per cent. Drug stores and grocery outlets take just 10.4 and 6.2 per cent.

Their lack of success is probably due to the fairly specialist nature of the market, and the

relatively high prices of core products. Several manufacturers do not trade with drugstores and fewer still are represented in the grocery sector.

Surprisingly, department stores fare even worse. Despite their elegantly manicured consultants and wide choice of stock, they get their hands on just 9.8 per cent of sales, and lost share last year to the tune of 21.9 per cent.

Compared to something like haircare or fragrance, the hand care market has not gone in much for innovation up till now, but this year has seen strong launches in almost all sectors. It is difficult to say whether this stimulated or happened as a result of increased consumer interest, but syndicated Data Consultants' Imogen Matthews says there is no denying the interest: "Consumers are definitely showing increased awareness of nail care and the market is benefitting".

Similarly, handcare manufacturers have never set the small screen or the Press alight with huge advertising campaigns and fancy promotions, though most of the big brands get steady if staid support. Exceptions this year have included Sally Hansen's Press campaign featuring a heroine whose strong nails save her from plunging to her death over a cliff, or being crushed by a speeding train; and Mavala's Spring promotion offering the chance to win a holiday in one of the places the company's nail polishes are named after. In view of the large number of new launches and increased competitiveness we could see more imagination let loose next year.

Handcreams form the largest section of the market, a sedate but very successful area. Worth £44m, sales grew by 14 per cent last year. Dominated by three or four big brands — Atrix, Vaseline, Intensive Care and Nulon — it jogs along quite happily without being particularly exciting in marketing terms. While products vary from Nulon at around 0.8p per ml to Roc's Intensive Hand Care cream at around 8½p, the product claims are all a variation on the same theme: protection and moisture. Because of this, innovation is largely limited to packaging, and this is also an important feature in shaping consumer choice. Tubes are seen as more economical than tubs, and are also more convenient for carrying around in a handbag, while pump or flip-top packs find favour with those who keep the product by the sink.

The growth in hand care products is part of the overall trend towards better skin and body care, a move which is also benefiting nail care products like buffers, cuticle treatments and nail conditioning creams. SDC report these are growing by 11 per cent, and this sector is now

worth £6m. But seemingly related products like top and base coats, and nail strengtheners and hardeners, are showing losses of 5 and 3 per cent. Growing use of false nails may be partly responsible — women who are wearing false nails will want to show them off with nice hands and neat cuticles, but obviously won't need top and base coats or hardeners.

In general though, these figures seem not to indicate too much cause for concern. Imogen Matthews explains: "We're talking about very small markets here — £2m for top and base coats, £3m for strengtheners and hardeners — so the database is less reliable, and you have to bear in mind that these products are not high fashion ones and don't really get much promotional emphasis. But there will always be a core of consumers who want them".

The complementary sector of manicure implements also bears a lack of promotion, with products seen in largely functional terms. This year has seen something of a shake-up, with a major launch from Wilkinson Sword. Their 25-piece range is packaged in grey marble effect for a cosmetic look, and its launch was backed by women's Press advertising and PR, and a competition to win a health farm holiday.

Before the launch the company researched the market, and discovered it to be worth £21.86m. The fact that this figure actually represented ownership by only 26.1 per cent of consumers led Wilkinson Sword to conclude the market had "the potential to be attacked and expanded as leading brands in manicure cosmetics have done". They see consumer education as an essential tool in achieving this, pointing out that basic items such as clippers have a very high purchase frequency, which they hope will extend to other tools once consumers learn more about them.

The fashion factor

Apart from Wilkinson Sword the market divides into companies such as Marcus Olive and Pfeiling who produce nail care implements as sundries, and nail care companies such as Mavala, Eylure and Original Additions, who produce nail care tools and cosmetics as part of a co-ordinated range. The latter tend to do more in the way of PR, but neither sector advertises a great deal, presumably because the products are considered purely functional. It may be that the Wilkinson Sword activity will spur others into action, which could stimulate the sector to faster growth.

Nail polish is of course the fashion end of the market, and to some extent the carrot before the donkey — the prospect of flaunting Pacific Prawn or Love That Red coloured nails encourages women to grow their nails and creates the demand for products to help them. Nail colour is the second largest sector of the market, worth £40m and growing at 9 per cent.

Like the rest of the colour cosmetics market, this sector is highly fashion-orientated, though classic pillarbox reds and shell pinks sell best overall. The more outlandish shades of blue and green don't sell well, but manufacturers often include them because their presence marks out a range as young and avant garde, and therefore attracts younger consumers to the brand.

Most companies produce shade statements twice a year. The policy for choosing new shades will vary with the target consumer: taking some of the Max Factor brands as an example, for Miners, any fashionable shade could be promoted, whereas for the more conservative Colorfast consumer, the company would steer clear of anything like green or blue; and promotions for Outdoor Girl will usually

“Consumers are definitely showing increased awareness of nail care and the market is benefitting”

include at least one shade of pink, tuned to the current fashion, because Outdoor Girl buyers like pink nail polish.

For those to whom seasonal shade statements instantly conjure up a vision of baskets of discontinued — and discounted — colours, Mavala say that they always ensure the retailer doesn't suffer at the fickle hand of fashion — their representatives substitute the new shades for the old at no cost to the retailer.

Activity in the market this year has included an allergy-tested nail polish from Nailoid and a new formaldehyde resin-free formula from Almay (nail polish allergies are notoriously difficult to detect because they tend to affect areas the fingers have touched, rather than the skin around the nail or the nail itself), and Chesebrough Pond's One Coat and Polishing Pen, but the hot tip for next year seems to be French manicure.

Used originally in salons, French manicure is designed to give nails a natural look by whitening the free edge and then using a clear gloss. The Duchess of York was seen to be using it, Katie Boyle wrote about it in the *TV Times*, and it seems to have taken off from there. Mavala sold two year's supply of their nail whitening crayon almost overnight. "It just seemed to go crazy," says Sales Manager Chris Hodge.

Requests from salon customers led Dream Nails to launch a French manicure kit (£4.99) which contains two nail polishes, clear impression and snow white. The technique is to apply one coat of clear impression, followed by snow white just on the tips of the nail, and then a final coat of clear impression. Dream Nails say the product is doing particularly well in outlets near salons, while Mavala say if the trend continues they may launch a kit next year.

Finally, false nails have sprinted into the spotlight this year, leaving a lot of very surprised marketing men in their wake. Though still a small market at £7m, the sector showed huge growth of 91 per cent in the year to June, and included several major launches.

Traditionally, false nails had a slightly tacky

image, and were thought to be artificial-looking, awkward to apply and difficult to keep on. The breakthrough that has stimulated this year's shake-up is a very simple idea pioneered in this country by Eylure — double-sided self-adhesive tabs that hold the nails in place. Eylure's natural coloured Easinails were followed by pre-coloured ones in a choice of shades, both their own Minute Nails and Original Additions' Stickers. This stimulated the market further, and in August Rimmel joined in with a range of pre-coloured nails forming part of the Nail Bar, a merchandiser containing bestselling shades of nail polish, plus new nail jewellery and Positive Touch nail treatment, followed by Thomas Christy with Lee Nails in September. Other smaller companies have also entered the market.

The future

Not surprisingly, it's turning into a very competitive area. Lee Nails are already on television in a £1.6m campaign, while Original Additions plan to spend £250,000 on television next Spring — very substantial spends considering the market is still only worth £7m. With Eylure now gearing up for a relaunch next year the market looks certain to be active.

But there are clouds on the horizon, with some sources claiming that the products can damage the natural nail.

Thomas Christy, Original Additions and Eylure say they have had no problems reported from customers who wore the nails as directed — that is, for not more than 48 hours continuously. Chris Hodge of Mavala is among those not convinced: "We as a company do not believe in false nails," he says. "We get so many letters from people who've worn them and got fungal infections and all kinds of problems. We won't ever sell them unless somebody comes up with a glue, or a nail, that lets air circulate around the nail bed — and nobody has yet".

Others suggest that for totally different reasons the market may not live up to its apparent promise: that it may be just a fad, or that consumers will only use the nails as a temporary measure while their own grow. Rimmel are among those who've launched false nails this year, but their brand manager Nicky Hill has been quoted in *Marketing Week* as saying "even though I don't think it's a fad, it's not really a long term market." From the other side of the fence, Mavala's Chris Hodge says that he believes false nails will always be around, but will never seriously damage traditional nail care products. "I'd hate to say it's peaked, and yes, false nails are convenient, and very useful while natural nails are growing. But I don't believe that large numbers of women are going to settle for always wearing false nails."

Thomas Christy marketing director, Steve Barker, believes differently: "Of course, you'll always have an element of temporary use, but we believe that women will go for the option of convenience. These products mean that busy women can do whatever they have to do during the day without worrying about their nails, do a three minute manicure in the evening and have lovely nails."

A frivolous fad or a successful survivor? SDC's Imogen Matthews says it is too early to say but it looks hopeful in the short term at least: "A market that shows sudden, very fast growth like this can slow down almost overnight, but bearing in mind that the latest figures don't include Lee Nails or some of the other launches, I think there's quite a lot of mileage left".



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Hand problems

Dry hands are very common, usually due to excessive washing. They can be alleviated by applications of hand cream.

Hand dermatitis/eczema is an inflammation of the skin producing dryness, redness, swelling and in more severe cases blistering and oozing. On the palms the skin may become thick and scaly, when painful splits or fissures may develop. There are two types of dermatitis: a) endogenous or atopic due to internal factors, which is often an inherited tendency associated with asthma and hayfever, and b) exogenous or contact due to an irritant or allergen. Common irritants are acids, alkalis, solvents and detergents. Common allergens are nickel, chromate, rubber, glues, perfumes and certain plants such as primulas.

Treatment. In contact dermatitis the offending substance should be avoided. Patch testing in hospital is useful to incriminate possible allergens. Rubber gloves, ideally lined with cotton gloves, should be worn (unless the patient is sensitive to rubber, when plastic gloves should be substituted) for all work likely to aggravate the condition. The hands should be kept moisturised by frequent use of a bland emollient such as aqueous cream. The latter can also be used as a soap substitute for hand washing and if soap is used it should be "baby" or fragrance free.

Most patients with dermatitis also need treatment with a topical steroid. They can now buy their own 1 per cent hydrocortisone cream (or ointment — greasier), but the severe cases will need more potent topical steroids available only on prescription. They should be treated with the weakest steroid that is effective, going up the scale after 1 per cent hydrocortisone, using the strongest only if desperate, as a short term measure.

Flurandrenolone tape is useful to wrap round any fissures. Prolonged use of topical steroids can thin the skin in proportion to their potency and so they should be used cautiously.

Fungal infections

Candida/Monilia/Thrush causing chronic paronychia or whitlow This yeast can penetrate the nail folds, usually when the hands have had prolonged immersion in water. The nail fold becomes red, swollen and "bolstered" and sometimes produces pus (see slide 1). Superadded bacterial infection, usually by *Staph. aureus*, may make the picture more acute.

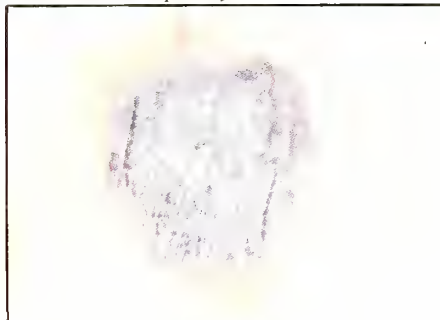
Treatment: The hands should be kept as dry as possible and rubber or plastic gloves worn for wet work. An imidazole cream such as clotrimazole or econazole should be rubbed into the affected nail folds twice a day for six to eight weeks despite apparent cure. Bacterial infection should be treated with an antibiotic such as erythromycin.

Ringworm of hands/Tinea manuum This is less common than athlete's foot (*Tinea pedis*) but can affect the palms causing a scaling rash which emphasises the skin creases and can easily be confused with

Hand disorders vary from mild and easily treatable to potentially fatal. Dr Jane Bailey discusses some of the more common conditions



Slide 1: Chronic paronychia



Slide 2: Malignant melanoma

dermatitis, though fungal infections are more often unilateral. Diagnosis can be confirmed when skin scrapings are found to contain fungus on testing. **Treatment** is with an imidazole cream as for Candida.

Ringworm of nails/Tinea unguium Affected nails are usually thick, yellow, crumbly and distorted. They may mimic other conditions such as psoriasis and again diagnosis can be certain only when nail clippings are tested and found to contain fungus.

Treatment Unfortunately the imidazole creams are rarely effective alone as the fungus is deep in the nail bed, and griseofulvin tablets must be taken for at least six months to eradicate the infection. Patients should be discouraged from damaging the nails as this risks introducing bacterial infection.

Viral warts are very common, and although they may resolve spontaneously, they may spread to other parts of the body and to other people so they should be treated.

Treatment Wart paints are usually effective if used as instructed, with twice daily applications and regular removal of the dead skin with a nail file or blunt knife. Occasionally further treatment is need with liquid nitrogen cryotherapy, which is a simple technique but has to be done in hospital as liquid nitrogen is difficult to store. Periungual warts are particularly resistant to treatment.

Skin cancers and solar keratoses

Malignant melanoma The incidence of this most aggressive form of skin cancer is increasing due to fair skinned people's over-exposure to the sun. Everyone should be aware of the five danger signs: rapid growth of a mole; an irregular outline; dark but variable pigmentation; bleeding; and itching (slide 2). These signs may not all be present, but any suspicious lesion should be seen urgently by a dermatologist.

A malignant melanoma can occur under a nail and may develop into a fleshy swelling with dark brown areas and bleeding. Some melanomas have no dark pigmentation.

Squamous cell carcinoma is a hard warty lump often situated on the back of the hand in an elderly person. It may ulcerate and spread to other parts of the body. Other common sites are the ear, lower lip and the scalp of bald men.

Rodent ulcer/Basal cell carcinoma is a slow growing tumour which may occur on the back of the hand but more commonly on the face. It may be a pearly nodule or a punched out crusted ulcer with a rolled edge. This tumour only spreads locally.

It is important that any lesion which arouses suspicion by changing and not resolving in a few weeks should be seen by a doctor without delay.

Treatment for all three forms of skin cancer is surgical removal in hospital. The patient should avoid exposure to the sun.

Solar keratoses are another sign of sun damage to the skin and occur as small, rough, scaly lesions on the backs of the hands. Occasionally they can develop into squamous cell carcinomas.

Treatment A moisturising cream or a cream containing urea will soften the lesions, or 5 per cent salicylic acid ointment will help to descale them. They can preferably be cured with liquid nitrogen cryotherapy at a clinic.

Benign skin tumours

Pyogenic granuloma A rapidly growing, fleshy outgrowth at the site of previous trauma, which bleeds easily and can be confused with a malignant melanoma. **Treatment** with a silver nitrate stick may help, but they are surprisingly difficult to eradicate and may need vigorous removal with curette and cautery at a hospital clinic.

Senile lentigo presents as flat palely pigmented freckles on the backs of hands in elderly people. No treatment is needed.

Hand trauma

Penetrating injuries to the hand may become infected. **Treatment** to avoid this initially is by application of an antiseptic cream such as one containing chlorhexidine and a sterile dressing. If more severe infection has supervened a course of an

Continued on page 1227

A look at how to sell hand and nail products

Handcare is an area where personal recommendation is extremely important. The products are quite technical, and manufacturers say they sell best in outlets where assistants are well-informed and sympathetic. Mavala's Chris Hodge explains. "We could spend millions on a huge television campaign, and yes, the products would sell through. But they wouldn't necessarily do much good because the consumer needs to know what to use for her own particular problems. If a sales girl can say 'Oh yes, you need this product for that, I've used it and it works', you've got a customer who will come back not only to our products but to your pharmacy".

The perception of a pharmacy as a place to go for health advice gives it an advantage over all other outlets. In a pharmacy atmosphere it should be quite acceptable to suggest suitable products for someone who obviously bites their nails, or perhaps has a broken or chipped one — and the opportunity presents itself every time a customer hands over a prescription or money, or a product they want to buy.

Some customers won't be interested in caring for their nails, and there's not much you can do about that. Others might say, "Oh, I don't use nail strengthener/hardener/any nail products because I don't think they work." An informed assistant will be able to recommend something she knows does work, and will also spot when the product might have failed because it hasn't been used properly.

And new sales opportunities are not

limited to those with nails that look uncared for. It's even easier to complement someone on lovely nails and then point out a particularly nice shade of nail polish. And there's nothing like a compliment to make British women say "Oh yes but..." and then detail what's wrong with whatever you've just complimented — a chance to recommend treatment.

If you have regular customers, watch out for one about to get engaged or married — with a lovely ring and lots of people looking at it as an incentive, this is a time when many girls decide to "do something" about their hands and nails.

Although the market is not really seasonal, it can help to be aware of what customers might be looking for at different times of the year. Obviously the Christmas gift market helps sales of things like manicure sets and coffrets, but you could suggest putting together a more individual gift of various nail treatments and manicure implements, and perhaps a polish, presented in a make-up bag. This can be tailored to almost any price range. At Christmas too, you can promote the more vibrant shades of nail polish, especially anything gold or silver, and fun items like gold nails or transfers. Handcream is obviously another good Winter seller, while the paler shades of nail polish that look good with a tan can be promoted for the Summer holiday season.

You can take advantage of the seasons in various ways. Simplest of all is just to mention relevant products when serving customers,

especially if you can see they're looking for a gift, or buying suntan lotion for a Summer holiday. Or you can do seasonal displays — summery shades of polish could fit in with sun preps, sunglasses and holiday remedies, or, if you can find space in December, you could try a party theme — bright nail polish and accessories, with other party cosmetics, perhaps a bottle of perfume or some jewellery, and some coloured streamers. Much more simply, you could just temporarily move a particular product onto the counter.

One of the problems with handcare is that the products don't all fall into a single category and therefore into the same part of the shop. While manicure accessories, nail treatments and some nail polishes tend to be displayed together, other nail colours will be on the relevant manufacturer's cosmetics stand, while hand creams tend to be with skincare.

It is possible to get round the problem with good display. A handcare display can bring together all the products and with a bit of inspiration can do some link selling for you. You could try arranging, on a soft bath towel, a small bowl of water, an emery board, cuticle removers and orange sticks, base and top coat and a classic coloured polish — bright red or pale pearly pink. Lay them out as if preparing for a manicure and add a couple of treatments.

This is an area where link selling is important, and opportunities should present themselves often. The customer buying false nails might like to use a nail strengthener or a product to encourage growth so that her own

Market review

The nailcare market supports a vast variety of products designed to improve the condition of nails. Some work by moisturising the nail to make it less brittle, others contain substances to harden the nail plate. Some can simply be painted on occasionally, others come with directions for more complicated treatment programmes, and prices vary a great deal. For these reasons this is a product area where customers are likely to need advice, so the following table lists some of the different products on the market and the claims manufacturers make for them. Because of the limitations of space it is not intended to be an exclusive list of all products, but should give an indication of the variety available.

Dikla nail hardener (Beauty Basics)

14ml £3.25

Apply as a base coat or colourless nail polish. "Prevents nails from splitting and tearing thanks to the selected substances it contains. Strengthens fragile nails and protects them from external influences."

No Paper Nail Wrap (Eylure)

14.7ml £1.85

Apply thin coat, horizontally and then vertically. Finish with ridge filler and base coat.

Active ingredients sulfonamide/formaldehyde resin, nitrocellulose, nylon flock.

"Provides a reinforced coating of microscopic nylon fibres."

002 (Mavala)

5ml £2.50, 10ml £3.50

After properly cleaning nail so as to leave no oily substance on its surface, apply one coat over entire nail plate. Leave to dry before applying nail polish.

"Protects nails and doubles life of polish."

Nylonised nail strengthener (Mavala)

5ml £3.95, 10ml £6.95

Apply nylon fibre base over entire nail surface. Leave until dry to the touch, then brush over sealer. A second coat of sealer may be needed.

"Nylonised base has tiny nylon fibres to protect the nail and form a protective surface to give extra support to the nail as it grows. Sealer provides a smooth surface for polish."

Diamond Formula nail hardener (Eylure)

10ml £5.99

Apply a thin coat directly to nail surface, around nail edge and under tips. Two coats are recommended.

Contains alumina, nitrocellulose, toluene sulfonamide/formaldehyde resin, diamond dust, hectorite, mica.

"Forms a diamond hard protective layer that stands up to knocks and wear and tear."

Gallery Cosmetics nail hardener

9ml £0.45

"Seals the nail surface to help strengthen against splitting, breaking or peeling."

Barielle Instant liquid nail hardener

(Broadway Cosmetics)

0.5oz £5.95

Use alone or as a top or base coat.

"Provides immediate protection and guards against breakage. Sets up a tough protective shield that gives extra strength to nails that chip and break, bolsters weak nails, reinforces splitting tips and helps prevent rough edges." Formaldehyde-free.

Positive Touch (Rimmel)

£2.49

Use as base and top coat.

Contains Glyoxal, conditioners and proteins "Builds up nails as a base coat, strengthens as a top coat."

Sally Hansen Nail Protex (Network Management)

13ml £2.35 (available from February)

Contains panthenyl palmitate.

"Aids in protecting nails so they can resist splitting and breaking. Also strengthens nails that have been damaged by artificial nail use."

Roc nail strengthening cream

15ml £4.25

Apply around cuticle once a day for three weeks.

"Improves condition of nails, prevents splitting and breaking."

nails can develop while she wears the false ones. The woman buying a lotion to stop nail biting might be encouraged by a fashionable shade of nail polish as an incentive. Nail polish buyers might want a top coat to make it last longer, or a drying spray to stop it smudging. Deep shades will need a basecoat to prevent staining the nail, and so on.

If you really want to push handcare, a manicure promotion can be very effective. You could offer a manicure free, or for nominal sum (as a guideline, a salon manicure costs around £3-£6 in most parts of the country). The technique is not difficult (see our step-by-step guide) so it could be done by a willing assistant, or you may be able to find a local freelance manicurist. Their fees would vary, but you could offer the chance to advertise her services as well as your stock.

A poster in the window and a display of products should draw customers in. It's probably best to use an appointments system, working on around 40 minutes for a full manicure, about half that for a simple cleanse, shape and polish. Do the manicure in the shop, so it draws the attention of the customers, or make it part of a "Beauty Evening" after closing — perhaps to show off the new season's colours. Make sure a good stock of products is well displayed nearby.

The value of this kind of promotion is that it involves customers, and it shows the retailer as a knowledgeable professional. And because it's more difficult to do for, say, skincare or face make-up, it's rare in chemists and should therefore stick in the customer's mind, even if she's only seen another customer taking part. It does take planning and staff commitment, but it can be fun for staff as well as customers and should certainly be good for sales and customer loyalty.

Diamond Voss (Wassen International)

6.5g £1.95

Apply to tips of nails once or twice a week.

"Strengthens weak, chipped and flaking nails."

Crescent Nail Revitaliser (Crescent Nail Preparations Company)

9.5g £1.30

Massage well into nail base every night

Contains finely powdered herbs in a base of white petroleum jelly, beeswax and liquid paraffin.

"Massage and herbs stimulate nail bed; product also seals the layers of the nail and waterproofs to protect and stop peeling."

Nailoid nail hardener (Richards & Appleby)

11ml £1.39

Apply sparingly, particularly over nail tip, initially once a week, then weekly once nails become hardened.

"Helps prevent nails flaking, splitting and cracking by strengthening from within."

Louis Marcel nail strengthener

15ml £1.75

Active ingredient 1.9 per cent formaldehyde

Apply one coat to tip of nail once a week. Protect cuticles.

"Penetrates nail to reduce splitting and flaking."



File nails gently, from side to centre — a backwards and forwards "sawing" motion encourages splitting. Experts recommend using an emery board rather than a metal file. Filing nails right down to the corners weakens them, so leave a small margin at the base of the free edge.



Massage cuticle cream (not remover) into the base of the nails. Soak in a proprietary moisturising solution, or in lukewarm water with some conditioning shampoo and a teaspoon of honey added. Special manicure bowls have a rest for the palm of the hand and are designed to avoid spills, but any small bowl will do.



Pat dry, and apply cuticle remover to the base of the nail. Using a rubber-tipped hoof stick or an orange stick with the tip wrapped in cotton wool, gently push back any dead skin across the base of the nail.

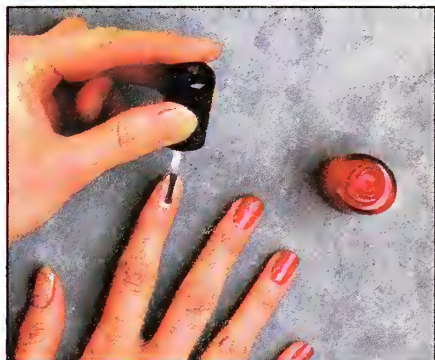
Apply hand cream and massage in. Salons often warm creams to make them easier to apply and pleasant for the client — you can do this by leaving the bottle or tube, in hot water for a few minutes. Wipe nails with nail polish remover to take off any greasy residue.



Buffing nails removes ridges, gives a smooth surface for nail polish and produces a natural shine. Some buffing kits offer three surfaces, others two, but basically the idea is to use the first surface to remove ridges, the second (if available) to produce a matt surface, and the third to polish the nail to a high gloss. The ridge-removing surface should be used with light strokes, in one direction only, and avoiding the nail tips. If nails are very weak, leave out this step and use a ridge-filling base coat instead. Some buffing kits include a carnate cream, which is rubbed into the nails before polishing to encourage shine.



Apply nail hardener or strengthener if required and allow to dry. Follow with basecoat, which creates a smooth surface for nail polish and protects the nail from staining by stronger colours.



Apply at least two coats of nail colour, three if using a pale pearlescent shade. Wipe the brush on the rim of the bottle before each nail to avoid overloading.

Begin with one smooth stroke down the centre of the nail, then across the nail base, and up each side in turn. Make sure each coat is dry before applying the next. Immediately after applying the last coat of colour, run your fingertips over the top edge of the nail so that a hairline of varnish is removed. This helps prevent chipping if the tip of the nail is knocked. Finally apply top coat.

MARKETING NEWS

Almay have reformulated and repackaged their nail polishes and will be including them in seasonal shade statements and Spring and Autumn colour cosmetic advertising.

Broadway Cosmetics are spending £50,000 on backing their Babelle Total Nail Fitness programme, with women's Press advertisements backed up by PR. A new product launch is planned for Spring.

Chesebrough-Pond's Vaseline Intensive Care lotion will be promoted with a free Lux soap banded pack during January and February, backed by £250,000 of Press advertising.

Cutex Perfect Colour nail polish will feature three new colours for the spring shade statement City Classics. The new colours are two pinks and a golden white.

De Witt are adding two new products to the DeLore for Nails range: Chip Proof Polish Shield (£3.45), a top coat that can be used with artificial or natural nails; and Cuticle Cure (£5.99), containing emollient oils in a pen presentation. The Chip Proof Polish Shield features an introductory offer price of £2.99.

Grafton International are launching a hand care cream under the Develop 10 brand. Develop 10 Nourishment (6oz £7.25) comes in a pink and black pump dispenser. Also new is a trial size Develop 10 nail treatment (1/8oz £1.95). Develop 10 will feature in full colour women's Press advertisements, running from January for at least six months, at a cost of £50,000. It will also be represented at various exhibitions.

Jica Beauty Products plan to "considerably increase" their advertising expenditure on Nail Magic. Advertisements will focus on the women's Press.

the Sally Hansen range. Nail Protex (13ml £2.35) is a nail strengthener, while Cuticle Nourisher is a one-step cuticle care programme designed for daily use (8.9ml £2.95). And the Sally Hansen nail polish remover range is being repackaged and supplemented by an acetone-free variant, containing a moisture sealing aid. Fragrance free, it is safe for use on acrylic nails. The original glass bottles are being replaced by 118ml plastic ones.

Advertising and promotions will continue from the 1987 campaign featuring the "Sally" heroine. A £250,000 advertising and promotional spend will include

and sampling. The company are launching a new 50g tube to replace the 28g and 56g sizes.

Nicholas Kiwi are backing their Louis Marcel range with a £150,000 Press campaign, and



say they have plans for "improvement and innovation" next year.



Original Additions Stickers press-on nails hit the small screen next Spring in a £250,000 campaign. It kicks off on Thames and then rolls out nationally. It will be backed up by posters.



Lee Nails are currently appearing on television in the TVS region, and the campaign rolls out nationally in the New Year. Full page colour women's Press advertisements back up the television spots, and total spend is £1.6m. New shades will be launched in Spring and the company hope eventually to bring out two shade statements a year. **Lancome** are offering their Nutrix Mains handcream at a special price of £4.95 (usual price £7.95) as part of their Winter skin savers promotion.

Mavala will be advertising their range on radio this year, probably nationally. They also plan a full promotional schedule. Details are not yet finalised, but they aim for four promotions a year, to include one on a similar level to last year's holiday competition and one featuring a banded pack of treatment and colour. They also plan to launch a foot care range.

Max Factor's Outdoor Girl nail polish will feature in a July Sales promotion, with eight popular Summer shades offered at £0.99, (normal price £1.15).

Network Management are launching three new products to

women's Press advertisements, and PR including sampling, competitions and advertorials.

Neutrogena are backing their Norwegian Formula hand cream with advertisements in national papers, women's magazines, general interest and specialist publications. The campaign, running until March, will include special "Frost Alert" advertisements placed in national newspapers when the temperature falls below freezing point, and will be backed up by PR

TRADE SUPPORT

Carronshore Marketing are offering a small merchandiser for their nail files, emery boards and tweezers, designed for chemists who cannot take the whole range. The company's new training video will be available next year to stockists.

Lee Nails will feature in trade promotions this year, as Thomas Christy build up distribution.

Mavala will be running a training programme aimed at independent chemist's assistants from January. Courses will be run around the country, with sessions

available in the evening as well as during the day. The format is likely to comprise product training, followed by a test. Assistants performing satisfactorily will earn a diploma and badge for display in the shop, and a manicure set for their own use. They also get the chance to win a weekend in Switzerland in a six-monthly draw.

Richards and Appleby are running a trade offer on their new Hy-lite allergy tested nail polish, which includes discounts and a free display unit.



Eylure's nail range will benefit from "a new creative approach and a major advertising investment next year" — details are not yet available.



Richards and Appleby will be advertising the Nailoid range in the women's Press throughout the year.



Rimmel are introducing 12 new shades of nail polish, available at an introductory price of £0.65 (7ml, normal price £0.85). Colours range from vanilla ice, a pearly ivory, and rosy posy, a bright coral, to blue peter, turquoise, and black watch.

Roc are offering free 6ml trial sizes of Intensive handcare cream with a new merchandiser unit.



Smith and Nephew are backing Atrixio with a 20 per cent extra free promotion running on all packs throughout 1988.

Strenol Products Ltd will be advertising Glymiel in the women's Press during 1988, and say it will be backed more aggressively next year, following on from a recent change of distributor. The new distributors are De Witt International Ltds, 62 East Barnet Road, New Barnet, Herts EN4 8RQ.

Continued from page 1223

Hand problems

antibiotic such as erythromycin or flucloxacillin may be needed. If the wound is deep a tetanus toxoid injection is needed.

Fractures Patients with possible fractures should be referred to a hospital accident and emergency department, though an injured finger can be splinted by strapping it to its neighbour.

Blood-blister under the nail/sub-ungual haematoma

This is produced by trauma to a nail and is very painful. *Treatment* ideally should be carried out by a doctor. A paper clip is uncurled and the end sterilized and heated in a flame. This is quickly pushed through the nail plate to the centre of the haematoma, after cleaning the nail. Blood will be released, the pain and pressure relieved and the finger can then be dressed.

Cold hands/chilblains/Raynaud's phenomenon

Some people are particularly prone to cold hands and development of chilblains, which are dusky red, itchy swellings on the fingers. Raynaud's phenomenon is a more serious reaction to cold, when the fingers become cold and dead white and later purple, hot and painful.

Treatment It is important to try to keep the hands and body warm in all weathers. Electrically heated gloves are available but the battery pack is cumbersome. Vasodilators such as naftidrofuryl oxalate or nifedipine may be tried, but have limited effect.

Arthritis can affect the hands causing pain, stiffness and disability. *Treatment* Simple measures such as moving the hands in warm water can be a relief. Aspirin or paracetamol may help, but if insufficient a non-steroidal anti-inflammatory drug (NSAID) such as ibuprofen may be indicated.

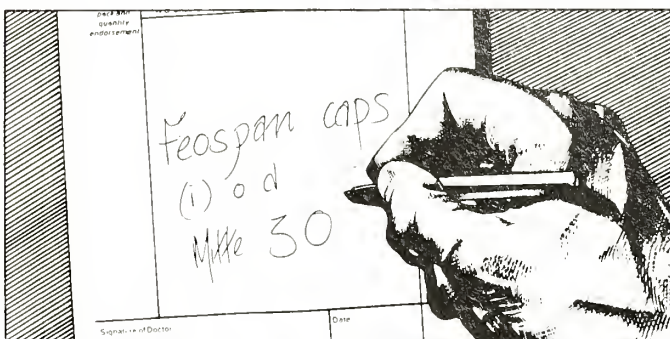
Scabies This acutely itchy infestation by the mite *Sarcoptes Scabiei* classically starts on the hands, and tiny linear burrows are seen on the sides of the fingers, along with itchy spots and scratch marks. The body below the neck is usually also affected.

Treatment The whole body must be painted with gamma benzene hexachloride or benzyl benzoate, following the instructions. Any residual itching can be treated with crotamiton cream.

Dr Jane Bailey is clinical assistant in dermatology at the Royal Free Hospital. Acknowledgements: I thank Dr I. Sarkany, consultant dermatologist, for permission to use the slides, and Dr H. Dodd, senior registrar in dermatology, for his help and advice, both of the Royal Free Hospital, London.

This prescription was presented by an elderly gentleman for his wife who was "over 60". At the same time he asked for a large size of aspirin tablets.

Q&A



QUESTIONS

1. Could there be a connection between the purchase of aspirin and this prescribing of Feospan?
2. In what situations is iron therapy desirable?
3. What effects are common when taking iron preparations?
4. With which types of drugs can iron preparations interact?
5. Is there any general advice pharmacists should give to customers wishing to purchase "iron tablets"?

ANSWERS

1. Yes. The aspirin turned out to be for the gentleman's wife. Preparations containing aspirin can irritate the stomach to cause bleeding. Further discussion with the patient and then the prescriber revealed that blood loss caused by unsuspected regular use of aspirin by this lady was the cause of the iron deficiency anaemia. Iron deficiency results mainly from inadequate diet, malabsorption or blood loss; the elderly are susceptible. Hiatus hernia, ulceration, hookworm, haemorrhoids, menstrual problems and bowel cancer are other instances when iron deficiency anaemia can occur through loss of blood.
2. Treatment with iron is justified in iron deficient anaemia of pregnancy, menorrhagia (menstrual bleeding) and in the management of premature babies.

Infant formula foods contain iron in amounts exceeding that found in human milk. Iron supplements can be used for the patient who is weak and tired but the problem may lie elsewhere (eg depression). Compound iron preparations with vitamin C or other vitamins appear to offer little advantage in iron deficient states but folic acid with iron is useful prophylactically in pregnancy.

3. Nausea, abdominal pain, and diarrhoea or constipation can occur with most iron salts. Constipation is more common with long term use and in the elderly faecal impaction may occur. Side effects are related to the amount of available elemental iron so changing to another salt may minimise problems. Slow release formulations of iron necessitate simple once daily dosage and the low amount in the lumen at any one time probably accounts for the lower incidence of side effects. Such preparations are of use if gastric problems are anticipated; they appear no more effective and often are more expensive.

4. Oral iron reduces the absorption of tetracyclines, zinc salts, penicillamine and antacids by chelation (binding drug). In addition to salicylates, reserpine, steroids and some NSAID's can irritate the gastric mucosa and cause bleeding.

5. Advise to be taken after meals to minimise any gastric intolerance. Patients can be told faeces may be dark (due to unabsorbed iron). A high fibre diet or a mild laxative is advised for any iron-induced constipation. Supplementary foods high in iron are red meats and liver. Suggest paracetamol or ibuprofen instead of aspirin for pain, and warn against antacids.

Small talk at six thousand feet



Every evening for six years Whitby pharmacist Jim Malloy got home from his shop and went straight to his lounge. Not, as you might expect, to slump in front of the TV, but to build an aeroplane. *C&D* talks to a "flying pharmacist".

A single parachute jump might well represent a lifetime's achievement for some men. For pharmacist Jim Malloy, 72 jumps and a private pilots' licence failed to be achievement enough. He went on to build his own aeroplane, and now, after exhaustive test-flights, the single cockpit bi-plane is just weeks away from being granted a full permit to fly.

It has taken countless thousands of hours of painstaking work over six years to put "Ohshi..." together — Jim told his mother-in-law it was Japanese for happiness! With a fine line in Yorkshire understatement he says it was just like building a model plane but... "We used a welder, not glue." He does admit that the very first test-flight back in June was an emotional occasion. Jim was not the pilot that day; it was his friend and mentor over the last six years, pilot and aircraft engineer John Whiting, who took the controls on the maiden flight.

"When I first saw it go up there was no feeling at all. But towards the end of the flight when it flashed up the runway at 110mph, that is when it got to me. Tears in my eyes, goosebumps all over, prickles down my spine. You name it, I felt it that day."

Jim was introduced to the concept of diy-aeroplanes in 1981. He was admiring one such craft at Felixkirk Airfield near Thirsk in Yorkshire, when the owner suggested he had a go. He accepted the challenge, ordered the plans and materials for a "Stolp V-Star" from the US and set to. And Jim Malloy had one advantage over other would-be aeroplane builders, his workshop was a centrally-heated front lounge *and* he had his wife's approval. The Malloys had just moved house and rather than Jim spending cold, cheerless hours working in a garage, they decided to convert a bedroom into a lounge, while the original lounge became known as "The Plane Room". Here for six years Jim assembled the aeroplane, learning the job as he went; filing the chrome and molybdenum alloy frame, moulding the fibreglass cockpit, and eventually fitting the second-hand 100hp Rolls Royce engine. The only part of the job he couldn't do himself was the welding which had to be done by an approved welder.

At the beginning of June, protected by the Malloy household's supply of pillows and cushions, the vital parts were loaded onto a lorry, taken to the airfield and assembled. Brilliant in red, white and blue checks "Ohshi" stood 7ft 5in tall, over 17ft long with a wing span of 23ft. Jim says he never doubted that she would fly.

"There is a saying in the industry; if it looks as if it will fly then it will. My aeroplane always looked as if she would fly."

Jim Malloy's fascination with all things aeronautical started in true Biggles fashion when he was growing up in Scarborough. "I used to watch the skies filled with hundreds of Lancasters and Halifaxes setting off on bombing raids to Europe. I would have loved to have been a pilot in the war".

But a career in the airforce was impossible because of a severe speech impediment he had at that time. Instead Jim joined Boots as an apprentice. He did not make his first flight until he was 20 and then some years later took up parachuting just to be involved with planes. When it became possible Jim took flying lessons and in 1972 he obtained a private pilot's licence allowing him to fly single-engined aircraft anywhere in the world.

And he has. With fellow pharmacist Brian Heaps from Scarborough, Jim has flown all over Europe. He says it is the hard work and challenge of flying a light aircraft at between 2,000 and 6,000 ft, with all the attendant low altitude weather hazards, that attracts him. That and the *camaraderie* of the air. "I love to talk to the radar people. It is comforting to know that although you are a private pilot in a tiny plane you can call on £10m worth of equipment at any time to help you". While English is the language of the air at the major airports Jim says at the smaller European airstrips, it's a case of "J' arrive".

Some traffic controllers have been a little over-zealous in the past, he says. "We were approaching the airport in Sardinia and the controller seem convinced we were some sort of jet. He wanted our position every few minutes; it was only two miles further each time he asked! Then he wanted confirmation that our under-carriage was down. He wouldn't believe that we didn't have one. Eventually I told him 'three green and showing', flying jargon for 'yes our under carriage is down'. He seemed happy."

Jim Malloy now flies purely for pleasure in "Ohshi". On Saturday afternoons, weather permitting, he can escape the trials and tribulations of the dispensary into the wide blue yonder. And although the Malloys have lost a workshop and gained a lounge, it may not stay that way for long. Mrs Malloy is a fan of the BBC sailing soap "Howard's Way" and has been heard to mutter how nice it would be to have a yacht. Jim is giving the matter some thought. After all, his tool box hasn't been opened since July.

IMPORTANT ANNOUNCEMENT

When you receive a prescription for hepatitis B vaccine, you can dispense either 'Engerix B', the new genetically engineered vaccine from Smith Kline & French Laboratories Limited, or the older plasma-derived vaccine.

'Engerix B' is produced in yeast cells and has a high level of purity. It does not rely on hepatitis B carrier donor blood for its production.

The introduction of 'Engerix B' has resulted in the cost of hepatitis B vaccination being reduced by half.

So choose to dispense 'Engerix B' when hepatitis B vaccine is prescribed generically. It is available from your wholesalers at £31.50 for the 3-dose pack.

ENGRIX B
GENETICALLY ENGINEERED HEPATITIS B VACCINE (RBY)

A NEW GENERATION OF PROTECTION

'ENGRIX B' hepatitis B vaccine (rby)

PRESCRIBING INFORMATION Presentation. Each 1 ml dose of 'Engerix B', PL0002/0160, contains 20 micrograms of hepatitis B surface antigen protein. Pack of 3 vials, each containing 20 micrograms, £31.50, pack of 10 vials, £105.00.

Uses. Active immunization against infections caused by hepatitis B virus

Dosage and administration. For intramuscular use only. To be shaken well before use. Three doses should be given, the second one month and the third six months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose with a booster at 12 months.

Adults and children aged 3 years and over. 20 micrograms (1 ml) given intramuscularly in the deltoid region or the antero-lateral aspect of the thigh.

Contra-indications. Hypersensitivity to any component of the vaccine. Severe febrile infections.

Precautions. Response may be impaired in renal dialysis patients or those who are immunocompromised. Adrenaline 1:1000 should be available in case of anaphylaxis. Use in pregnancy see Data Sheet

Adverse reactions. Mild transient local soreness, erythema and induration at the injection site. Occasionally low grade fever, malaise, fatigue, headache, nausea and dizziness.

Legal category. POM.
17687

SK&F

Smith Kline & French Laboratories Limited
A SMITHKLINE BECKMAN COMPANY
Welwyn Garden City, Hertfordshire AL7 1EY

CP insulin availability

The Marketing Department of Nordisk-UK rightly draw attention to the confusion which currently exists over the continuance of certain types of insulin. We too have had our share of telephone calls expressing concern over the future availability of bovine insulin.

In order to bring further clarity to the position, CP Pharmaceuticals would like to re-affirm that the Hypurin range of highly purified bovine insulins will continue to be freely available.

Hypurin equates to other bovine insulins and therefore much of the confusion created by the withdrawal of certain other insulins can be avoided by the transferring of patients to the same species-based insulin by the physician in charge.

We are anxious that your readers are aware of this important information so patients can be given the reassurance they need.

Peter Tompsett
UK sales manager,
CP Pharmaceuticals Ltd

Wellcome explain too

You will recall our announcement last March concerning the planned discontinuation of Wellcome beef insulins, which we anticipated would occur about December 1987. In October 1987 we asked all community pharmacists to refer to their doctor patients who had not been transferred to Nordisk Wellcome human (or pork) insulins.

Notwithstanding this, a number of patients are still being prescribed Wellcome beef insulins of the following types: Neusilin, Neuphane, Neulente, Insulin Soluble (insulin injection BP Wellcome).

As stocks of these insulins finally become exhausted we would ask for your assistance. We suggest that, for those patients presenting with a prescription for Wellcome beef insulins, the prescriber is contacted with a view to having the prescription changed to the recommended replacement Nordisk Wellcome human insulin or to determine whether the patient needs to consult the prescriber again.

If you require further information please contact the Insulin Clinical Advice Line on 0270

583151. Thank you for your support for the transfer to date and in anticipation of your help in its completion.

F.X. Hinds
Commercial manager,
The Wellcome Foundation Ltd

Sharpe comment

I must comment on Mr David Sharpe's announcement in the November 21 issue of *C&D* of his decision to abandon his retail pharmacy interest. Why was the profession not told sooner?

The fact that Mr Sharpe is fully committed to negotiating for contractors hardly inspires the British Pharmacists Association and its members with confidence, particularly when the chief negotiator (Mr Sharpe), after backing the most divisive and unpalatable piece of legislation on the new contract, sees fit to divest himself of his retail pharmacy interest.

The DHSS document on primary healthcare promises a lot, but the money for its proposals comes under the mythical term "when available". What has happened to the £600m plus the profession has saved since 1979? No

'Is the term "when available" a euphemism for never?'

doubt the same as may happen to the millions pharmacy was promised for re-investment after the instigation of the new contract. Is the term "when available" euphemism for never?

As "Professional Eye" newspaper predicted months ago, the rules need changing if the small contractors are to have any chance of survival at all.

Jayanti Patel
Secretary,
British Pharmacists Association

Pharmacist ack & dispense endorsement	No. of days treatment in 28. (Include dates in report)	NP	Pharmacist only use only
<p><i>shopping trolley</i></p>			

The patient was complaining of an aching back, especially when she had to carry shopping...

Ashley attacks Lilly's Opren

Jack Ashley, the Labour MP who has led a campaign to secure redress for the victims of side effects of drugs, is leading a Parliamentary protest against the compensation arrangements for British patients who suffered after taking Opren.

He has tabled a parliamentary motion which "deplores the Eli Lilly response to the Opren drug disaster and regrets that, even though compensation is being made to USA victims, the company is forcing British sufferers to seek compensation by battling through the British legal system, thereby ensuring very high legal costs and low personal damages".

Secrecy condemned

The motion also condemns "Lilly's demand for secrecy and permanent silence" before any payment is made. It calls upon the Government to take responsibility for ensuring compensation in the event of any established drug damage, and urges it, in conjunction with the pharmaceutical industry, to establish a "no fault" scheme which will make appropriate and prompt payments and avoid wasteful legal costs.

The settlement offer, believed to be less than £3m, by Eli Lilly to 1,300 alleged victims of Opren, contrasts with awards made in the US, where one claimant is reported to have received more than £3.3m. There, claimants only have to prove that the product caused the injury; in the UK, the manufacturer has to be proved negligent.

The Opren case has also highlighted the problems of multiple claims in the UK compared with the US, where single "class action" proceedings are used to settle related claims.

Announcing the proposed Opren settlement in the High Court on December 9, Mr Justice Hirst said it involved no admission of liability by either Eli Lilly or the Government, sued for licensing the drug. He did not disclose the exact settlement figure.

Compensation will be paid to victims, provided the injury had been attributed by a doctor to the taking of Opren, but not if Eli Lilly had warned of such a side-effect.

It is up to each claimant to decide whether or not to accept. Claimants would, in addition, have to remain silent about the amount of their awards, and would have to acknowledge Lilly's non-acceptance of liability.

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87C02G
87C03A
87D01B
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87B02A
87D02B
87D04A
87E01A
87E02A
87E04B
87E05A
87F03A
87F04B
87F05A
87G02A
87G03A
87H03A
87H04A
87H06B
87H07A

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87D04A
87F01A
87F02A
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87G01A
87H01A

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175mg x 100

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87C03F
87E01A
87E02A
87F01A
87F04D
87F05A
87F06A
87G01B

250mg x 100

87B01A
87C01A
87C02A
87G02A
87G03A
87G04A

BUSINESS NEWS

Glaxo shares hit by rates

Glaxo's shares fell by 39 pence to £9.81 this week after the company's AGM revealed results for the first five months had been adversely hit by exchange rates.

Turnover for the first five months to the end of November stood at £770m, 6 per cent higher than the corresponding period last year, but with 40 per cent of trading in North America and the fall in the dollar, exchange rates have had more effect than ever. "If these results had been measured using the rates for the corresponding period last year, then these sales would have been recorded at £880m, an increase of 21 per cent," said chairman Paul Girolami.

He reiterated his message of October, that the company could not be expected to continue growing at the exceptional rates it had seen of late. It was then that the company announced a £134m increase in pre-tax profits but a £600m loss on their stockmarket value because they failed to meet the City's expectations (*C&D*, October 17, p800). Then shares fell by £1.71 to £15.29. Another £5 was wiped off in the crash. Since then shares have hovered around £10.

Pharmaceutical analyst Andrew Tivenan points out that the underlying trends of Glaxo's business are looking good, and drugs in the pipeline will usefully contribute to 1990's profits. "I don't see the shares falling by much more," says Mr Tivenan. "At the moment they are looking very good value."

New Image

Pharmacy computer suppliers Image Microsystems have taken over the software house Shadow Soft. The two companies will retain their names, although both will operate out of Image's Leamington Spa office.

Shadow Soft will continue to sell software only, as it does at present. Image will continue to sell complete systems to both hospital and retail customers.



Mark Vroobel of Daniels Chemists in Romford, Essex, wins a luxury Christmas hamper from a draw at the Eurochem stand at the Chemex '87 Exhibition. Presenting the prize is Eurochem's southern regional manager, Roy Bray (centre), with local representative David Neil

NCT: pre-Budget lobby boost for small firms

Securing the future of small businesses is the aim of the National Chamber of Trade's pre-Budget recommendations to the Chancellor of the Exchequer.

Among the issues raised, and in turn endorsed by the National Pharmaceutical Association, is a recommendation that the P11D threshold should be raised to at least £15,000. The level has stood at £8,500 since 1979, which means more and more people are having to use these forms, involving cost in time and money, argues the NCT. The threshold should be raised on those perks which are taxed it, says: "It is very unfair, for example, that employees of smaller businesses which don't have canteens should have to pay out more taxed income for lunches. Luncheon vouchers should move on from £0.15 to a maximum of £1.50 a day," it says.

The Chamber goes on to recommend a provision for small firms to put by part of their profits for a tax free Investment Reserve for Development, on condition it is used for approved purposes within 10 years. A third issue — tax relief to increase the mobility of labour — has been advocated by the NPA for some time. "At the

moment tax is a disincentive. A change could increase mobility and reduce unemployment," says NPA's finance and administration officer Brian Dossier. "We also support the Chamber's recommendation that the 4 per cent writing down allowance currently available to industrial buildings should be extended to all retail stores," he says. "There is no reason why not. They are just as important an asset to the environment."

Other recommendations submitted include no increase in VAT levels; retention of the British system's zero-rating provisions; central taxation to meet local authority expenditure dictated by Central Government, and payment of costs involved in providing information for in-depth investigations by the Inland Revenue which do not result in an extra tax payment.

The Chamber also looks to a refurbishment of fringe areas of towns and cities. Commenting on the recommendations they stress "smaller businesses are at the heart of the regeneration process of our towns and cities. It is socially desirable that their future be assured."

Retrovir price cut by 20 pc

Wellcome are cutting the cost of their "AIDS drug" Retrovir (zidovudine) by 20 per cent worldwide.

Retrovir was launched in April at a cost of £143.25 for 100 x 100mg capsules. It will now cost £114.60, reducing the cost of treating one AIDS patient for a year by £1,000, to £4,000.

Wellcome say the price reduction comes because of savings in production costs. At the time of its launch Retrovir had been in process development for less than a year compared to the five years or more this normally requires. It had not been possible to develop and scale up manufacturing prior to the launch, says the company.

Wellcome have been accused of exploitation by AIDS patients and support groups for charging too much for the drug. It is the only drug so far to have been licensed for use in certain cases of AIDS.

Mates sales above target

Sales of Mates condoms are 50 per cent above target, four weeks after the launch, according to Mates Healthcare Ltd.

At last month's launch the company predicted it would sell 70 million condoms in 1988 and hoped to help double the British market in the first 12 months. Sales are already approaching 30 million, says chief executive John Jackson.

The next promotional burst starts in the New Year, including BBC and ITV, Press, poster and cinema advertising.

Mates were found to be the best value of all the leading brands of condom, in a survey to be published in the first issue of a new men's interest magazine — *Everyman* — scheduled for January 29, 1988. The number of distribution points is steadily increasing and Esso and Heron garages report excellent sales, particularly as they provide late night access.

On the scent of fakes

Police in the South of England are investigating the production of fake perfumes.

Last month an English regional crime squad raided a factory in the South where the products were believed to be manufactured. Since then 20 people have been arrested and on November 13, two men charged with conspiracy to defraud Chanel, Aramis and the public at large. They have been released on conditional bail, and police are continuing their investigations.

A spokeswoman for Aramis said consumers "can be assured they are buying the genuine article if they purchase it from a reputable outlet." Chanel had no comment.

Dalkon cash for the UK?

Thousands of British women who claim they have been injured by the Dalkon Shield contraceptive device, could share in £1.35 billion compensation ordered last week by an American court.

The makers of the device, A.H. Robins, have not yet formally accepted the US judge's order to set aside the sum for a worldwide fund to compensate the estimated quarter of a million, including 3,700 British women.

The order has been welcomed by the Dalkon Shield Association, which represents British claimants, but Robins has until December 22 to accept the court's ruling.

The Association claims the number of claimants would have been far greater if the DHSS had organised a recall system.

According to *The Guardian*, awards are expected to start at around \$500 for the most minor injuries, with payments around \$100,000 (£60,000) for childless women left sterile.

Robins filed for bankruptcy following law suits totalling over \$500m, and the fund will be set up under US bankruptcy laws.

Bigger market slice for food stores

Food stores are continuing to gain shares over drug outlets; with hypermarkets and supermarkets gaining importance all the time.

This is the verdict from Nielsen's 11th annual review of food stores, which this year has included drug outlets.

While acknowledging drug outlets' structure depends on national legislations, the 27-country "worldwide" review takes into the drug outlet sector mass merchandisers, pharmacies, perfumeries and department stores. It describes overall growth as "sluggish", with pharmacy growth at about 2 per cent annually in Europe. Portugal topped the review charts with 50 per cent real growth between 1976-1985. They had 2,227 outlets in '85. In Britain in the same year there were 10,038 "drug" outlets (excluding Boots), giving a turnover of 3.697m dollars and a real growth of 21 per cent between 1976-85.

The top 2 per cent of pharmacy outlets took only 6 per cent of turnover; a much lower concentration of turnover than for groceries. At 20 per cent concentration in Britain, pharmacies take 33 per cent, the lowest per-

centage in Europe.

In Great Britain the largest 2 per cent of food stores deal with about 50 per cent of grocery turnover.

As for volume sales and price changes in Europe; drug stores increased their sales by 0.9 per cent compared to 3.8 per cent in grocery outlets; while prices increased in drug stores by 6 per cent compared to 3.7 per cent in groceries.

On a Nielsen "worldwide" basis, OTC medicines grew on average by 1.7 per cent between 1983-86; in Europe growth was at 1.5 per cent. Health and beauty aids, meanwhile, averaged 3.8 per cent growth worldwide, but at a rate of 5.5 per cent in Europe. Food stores are taking an ever increasing share of this latter sector, while OTC medicines still rely more on drug stores. In Britain, OTC growth in drug stores stood at 2.7 per cent compared to 2.5 per cent in food stores.

Taking both food and drug stores into account, Great Britain features in the reports' top ten for lowest price increases (1985-86), highest volume growth (1985-86) and for hypermarket/supermarket concentration.

Swift appeal dismissed

An application by Mr David Adam Long, who is facing a damages claim by Smith Kline & French Laboratories Ltd, for alleged misrepresentation, to be released from "asset freezing" undertakings, was dismissed by a High Court judge last week.

The undertakings were given by Mr Long, managing director of Swift Exports Ltd, now in liquidation, in September 1986. Dismissing the application Mr Justice Vinelott said that in their action Smith Kline & French claimed they had been induced to sell one of their products — Tagamet — to Swift Exports on the basis of a false representation by Mr Long, that it would be for export and resale in Africa. The Tagamet was sold to Swift for £56.66 per pack of 500 tablets as opposed to the UK wholesale price of £63.45, in the belief that they were going to develop the African market.

Mr Long had submitted that the pharmaceutical manufacturers' case was founded on a misunderstanding of the law, but the Judge said that his application was "misconceived" and the undertakings must remain in force. One of S K & F's lawyers said later outside the court that the trial of its £300,000 damages claim has been set for March 14.

LRC Products Ltd: Nick Hodges is appointed managing director. He joined the company in 1982 as sales director, becoming director and general manager of specialist products in 1984.

Independent Chemists Marketing Ltd: E. Hugh Butler, Jim McMaster and Jonathan M.L. Stone are appointed to the Board. Mr Butler is chairman of Numark wholesaler E.H. Butler & Son; Mr McMaster director of wholesaler S. Haydock & Co and Mr Stone, a non-executive director of Macarthy plc, who replaces Jim Canning who has resigned from the Board due to ill health.

Unichem Tony Foreman is appointed general sales manager. He joins from Duracell.

Riker Laboratories wish to announce that as from the 31st December, 1987 the supply of DORBANEX and DORBANEX FORTE to named patients will be discontinued. Limited supplies are available until then; these can be obtained by medical practitioners only by writing to:
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Retail sales at record level

Reduced growth, low inflation, but still high unemployment, are the main prospects for 1988, as predicted by independent forecasters in the wake of the stock market crash. As yet, signs of the impact of the collapse are hard to find among the business indicators, with most of them still looking good.

Consumer spending in the High Street has still to show the anticipated downturn. Indeed, the provisional estimate for October suggests sales volumes are hitting new record highs, and retailers are confident of strong Christmas trade, helped by lower mortgage rates and higher real incomes.

The volume of retail sales in the third quarter was 2.5 per cent above that of the previous three months and 6.5 per cent higher than in the same period a year ago. Sales by non-food retailers were 3.3 per cent up on those of the second quarter.

In value terms, sales so far this year have been 8 per cent higher than in the first nine months of 1986. The value of sales by retail chemists fell 4.4 per cent between August and September, but was 11 per cent better than a year before. During the third quarter, sales by pharmacies were 8.8 per cent

higher than in the second quarter, and 12.1 per cent up on the third quarter of 1986.

Meanwhile the inflation rate jumped sharply in October, with the retail price index up 0.5 per cent to 4.5 per cent. The rise was the result of increases across a wide range of goods and services, most notably among food, alcoholic drink and tobacco. Nonetheless, the Government forecast remains that inflation will average 4 per cent for the final quarter of the year.

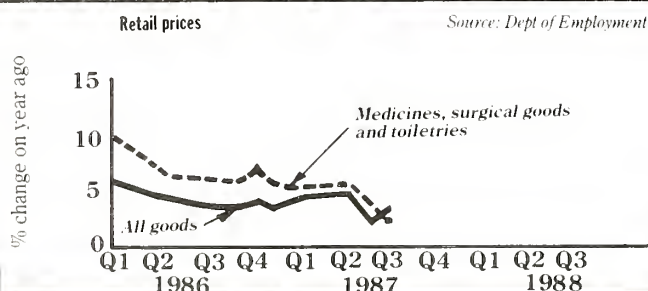
Retail prices of chemists' goods increased by 0.8 per cent in October, but remained 3 per cent up on October last year, the same annual rate of increase as in September.

The input costs for the pharmaceutical industry are now 4 per cent higher than a year ago, while the raw material costs for cosmetics and toiletries are rising at a 4.6 per cent annual rate. Wholesale prices of UK-manufactured pharmaceuticals are 5.4 per cent above the levels of last year but perfumes, cosmetics and toiletries, other than those for men, are priced 3.3 per cent higher than a year ago.

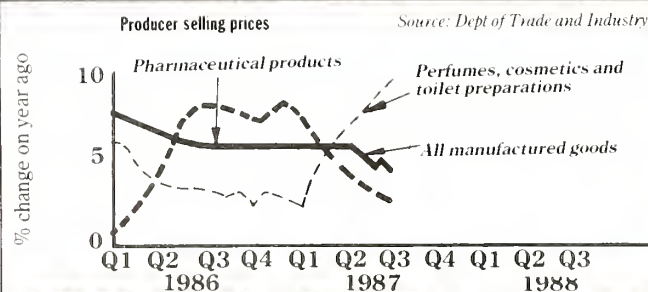
Manufacturing industry continues its strong performance, with output in the third quarter 6.5 per cent higher than in the same period a year earlier, and production of consumer goods 6.2 per cent better than in the third quarter of 1986.

Total sales of pharmaceutical products in the first half of the year amounted to £2,068m, on provisional estimates, which is a 9.3 per cent improvement on the first half of 1986 and 4.1 per cent higher than in the second half of last year. Of the total, exports were valued at £800m, while imports during the same time amounted to £408m.

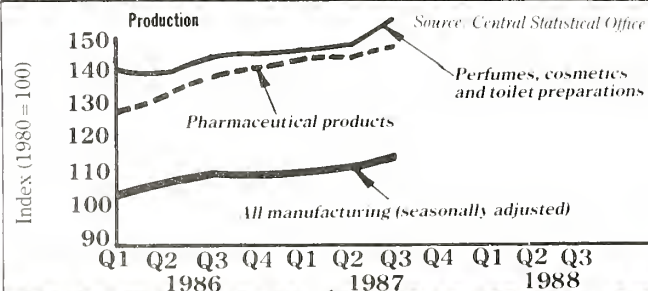
Pharmaceuticals price rises increase



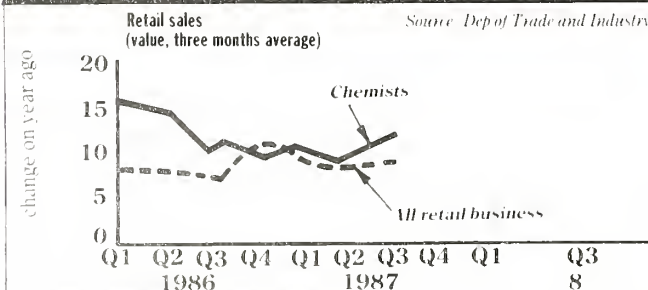
Perfumes, toiletries production up sharply



Chemists' goods price increase ease



Retail chemists' sales growth improves



BUSINESS STATISTICS

	Period	Latest	Previous	% change on year
Prices and Costs				
Retail prices (Jan 1987 = 100):				
all items	Oct	102.9	102.4	4.5
chemists goods	Oct	102.9	102.1	3.4
Producer prices (1980 = 100):				
manufacturing industry, excl food	Oct	150.1	149.6	4.8
chemical industry	Oct	140.8	140.7	6.0
pharmaceutical products	Oct	151.1	150.7	5.4
toilet preparations for men	Oct	177.5	177.5	10.9
other toilet preparations	Oct	145.7	145.3	3.3
surgical dressings	Oct	175.2	174.7	6.8
photographic materials and chemicals	Oct	147.7	147.2	5.6
Average earnings (Jan 1980 = 100):				
distribution and repairs	Sep	191.8	189.9	7.7

Output & overseas trade

Manufacturers' sales* (£m):				
pharmaceutical products	Qtr 2	1057	1011	8
perfumes, cosmetics and toilet preparations	Qtr 2	325	303	4
Home sales* (£m):				
pharmaceutical products	Qtr 2	843	833	12
perfumes, cosmetics and toilet preparations	Qtr 2	286	265	6
Exports* (£m):				
pharmaceutical products	Qtr 2	420	380	3
perfumes, cosmetics and toilet preparations	Qtr 2	95	92	7
Imports* (£m):				
pharmaceutical products	Qtr 2	206	202	16
perfumes, cosmetics and toilet preparations	Qtr 2	56	54	0

Sales

Consumers' expenditure (£bn 1980 prices)	Qtr 3	42.9	41.8	5.4
Retail sales* (value 1980 = 100):				
all retail businesses	Sep	171	171	7
chemists	Sep	215	225	11

Business indicators

Average earnings index (1980 = 100)	Sep	201.6	201.6	7.9
Capital expenditure (£m 1980 prices):				
distribution	Qtr 3	1126	1110	7.0
Stock changes (£m 1980 prices):				
wholesalers	Qtr 3	39	11	—
retailers	Qtr 3	329	228	—
Unemployment (UK per cent)				
	Oct	9.8	10.0	-14.0

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry. HM All figures seasonally adjusted except where marked *

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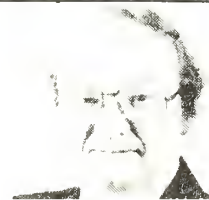
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ABOUT PEOPLE

Oxygen cut by red tape

Civil Service red tape has threatened oxygen supplies over Christmas and the New Year to 18 patients in Dundee who routinely receive their supplies from the F. Macfarlane & Trustees C.W. Pharmacy in Arbroath Road.

Pharmacist Fergus Macfarlane says he has been told by district council environment officers to get rid of all his oxygen cylinders by Christmas Eve because his premises are no longer suitable for storing them. They are asking for changes that would break fire safety rules, says Mr Macfarlane.

Mr Macfarlane has been supplying oxygen for 20 years and says he has handled between 50,000-60,000 cylinders without a single dangerous incident. "They appear to be applying industrial standards for larger cylinders to the smaller ones we supply".

Ken Ferguson of the City of Dundee District Council said that Mr Macfarlane had been asked to conform to ventilation and storage security requirements, none of which would contravene fire safety regulations. He said the Council was anxious to meet with Mr Macfarlane as soon as possible.

Showing off

Pharmacists who think they have a winning window display might like to put themselves forward for a £150 prize. The National Window Display Competition is inviting entries in the form of a full plate 10in by 8in matt colour photograph of a recent display.

A trophy and £150 will be presented to the winner in each of three categories: retail organisations with professional or full-time display facilities; all other retailers; and charity shops. Closing date is March 18, 1988. Entry forms are available from Audrey Reading at AGB Exhibitions Ltd, Audit House, Field End Road, Eastcote, Middlesex.



All smiles from the winning team in the Numark Golf Tournament. Southern team captain Terry O'Neill from Hemel Hempstead holds aloft the Rennie Trophy, accompanied by jubilant team members Bryce Collishaw and Nicky Keown (right and far right) of Numark wholesaler Herbert Ferryman, Southampton. Numark chairman John Forster looks on

Export awards

Sponsors of the Export Award for Smaller Businesses are looking for five small firms that have boosted their overseas sales over the last two years.

The award, with prizes totalling a value of £35,000, is open to independent British firms who employ 200 or less. A presentation will take place in London in June.

The closing date for entries is Tuesday March 15, 1988. Pharmacists wishing to apply for the award should contact any of the BOTB Regional Offices; or the Association of British Chamber of Commerce, 212 Shaftesbury Avenue, London WC2H 8EW.

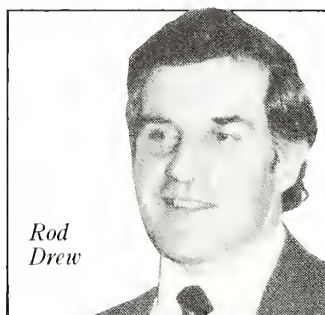
Tackling alcohol abuse the Coventry way

Three years ago pharmacist Rod Drew, as chairman of Coventry's Chamber of Commerce's Retail Section, decided to tackle vandalism in Coventry City Centre.

Since then he has worked alongside Home Secretary Douglas Hurd, set up and chaired a Steering Committee and this week appeared on national radio and in the Press.

Already an active member of the Coventry FPC, Mr Drew formed a new committee to combat what had been a bad bout of Christmas vandalism in 1984. Involving the City Council, police and various other bodies it provided a "talking shop", Mr Drew told C&D. "Then in Autumn 1986 I was invited to speak at a 'Business against crime' Conference, and following this invited by the Home Office's Crime Prevention Unit to submit a project. Consequently, the project approved, Mr Drew set up and now chairs a Steering Committee to co-ordinate the Alcohol Related Crime Project.

"We've found that 80 per cent of crime is alcohol related", says Mr Drew. "Our project is not meant to be 'anti-drink' but rather restrict drinking to the proper



Rod Drew

place and prevent drinking in excess. I do wear my pharmacy hat at times; I see alcohol abuse like the abuse of drugs."

The Steering Committee of 10 people involves the Home Office, police, brewers, licensing magistrates, council officials and the Alcohol Advisory Service. "It is this inter-agency link that is the beauty of the project," says Mr Drew. "We try and keep vested interests out of it."

The Steering Committee set up four working teams to look at aspects identified by Mr Drew, who co-ordinates meetings and is nearly always in attendance ("my wife has two cardboard cut-outs of me at home," he says). The first, a police group, collects statistical

data, identifies problems and attempts to tackle them; for instance by regularly checking pubs and controlling the sale of alcohol in supermarkets. The second involves the licensing trade, police and licensing magistrates. It looks to schemes such as a Pub Watch, promotion of non-alcoholic drink, and the like.

The third consists of City Councillors and police, and has recently submitted a proposed by-law to the Home Office which would make drinking in public places an arrestable offence with a maximum fine of £100. And the fourth is concerned with short and long term educational aspects through schools, colleges, and commerce. They organised a "Drinkwise" campaign recently, backed by £20,000 of DHSS promotional support, local media coverage and the Under Secretary for Health, Edwina Currie who visited the city.

Mr Drew's recent appearance in *The Times* and on Radio 4's *World at One* has increased publicity for the campaign. "It's led to inquiries and support from all over the country," says Mr Drew. "Coventry is currently pointing the way."

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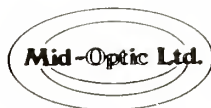
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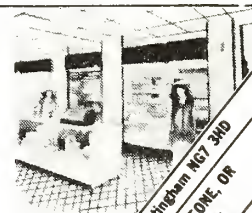
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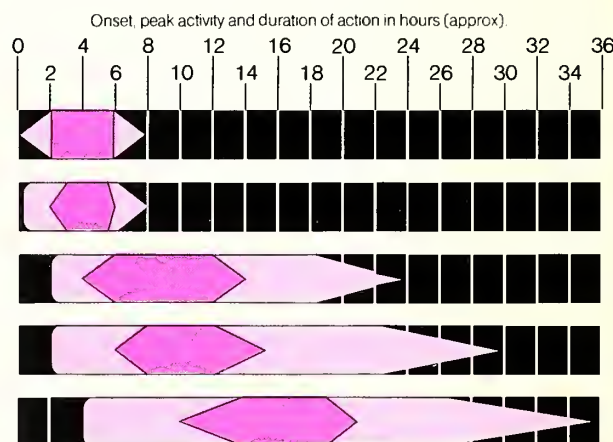


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